AUGUST 24, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WVET THE NEW HOME OF NBC IN ROCHESTER

national representatives: the bolling co.

NOT
FOR
HIRE
RALPH MEEKER
THOSE VIEWERS IN YOUR MARKET WHO
MISS RALPH MEEKER IN THE FIRST
EPISODE OF "NOT FOR HIRE" WILL
BE SORRY. THOSE WHO MISS HIM IN
ANY OTHER EPISODE WILL BE FEW.
CNBC

"MAXIMUM TOWER"

"MAXIMUM POWER"

KTVI's tower rises 1649 feet above sea level— the maximum height permitted in the St. Louis area. New maximum power transmitter (100 kilowatts Video) is housed in a completely new modern building.

buy St. Louis à la card

– KTVI RATE CARD...

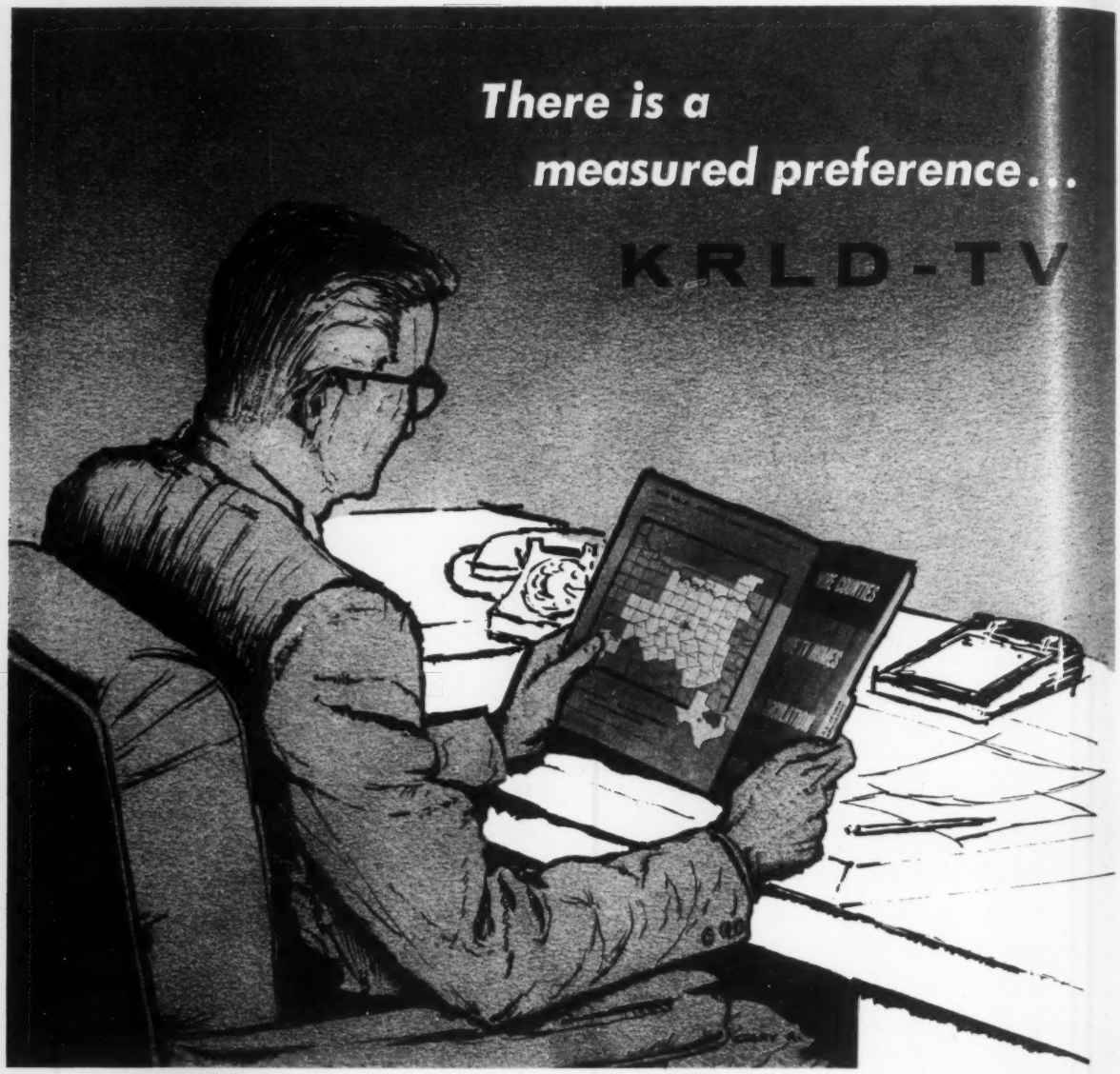
your lowest cost per thousand TV buy in St. Louis

KTVI, abc

CHANNEL 2 ST. LOUIS

Represented nationally by

BLAIR-TV



This "measured preference" is best shown in a bright, new information folder that illustrates concisely and clearly that if you want to cover the vast Dallas-Fort Worth market area, buy KRLD-TV, Channel 4.

Ask your Branham man for the "measured preference" information folders.

KRLD-TV

Represented Nationally by The Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Code sequel • Documentation isn't available but there's Madison Avenue talk that prominent advertiser testing two new products in print media had considered trying them out on television but changed mind. Reason ascribed to rejection of video was desire to avoid entanglement with NAB's Tv Code and its stiff policy toward personal products. NAB codifiers threw group of stations out of code organization this summer (and lost some members) because they carried Preparation H hemorrhoid commercials.

Line is forming • More than 50 broadcasters have indicated interest in appearing as witnesses when House Antitrust Subcommittee holds hearings on radio-tv provisions of sports antitrust legislation. Threat of total sports broadcasting blackout on present free radio-tv system has caused deluge of prospective witnesses (BROADCASTING, Aug. 17). Hearing dates are Sept. 2-3.

One man's opinion • Language of equal time amendment, passed last week by House (page 66), was not language preferred by majority of Commerce Committee members. It was adopted, following three days of secret committee debate (BROADCASTING, July 27), only after Rep. John Moss (D-Calif.) threatened to "vigorously oppose" bill on floor if his more restrictive amendment was not adopted by committee. Californian expressed private opinion last week that it would have taken "very little opposition" to defeat bill as originally introduced by Rep. Oren Harris (D-Ark.), Commerce Committee chairman.

Some members of committee were incensed over Rep. Moss' actions in forcing approval of his "bona fide" and "incidental" language (see story, page 62). "It was nothing but blackmail," said one congressman. "None of us wanted it, including the chairman, but we had no choice."

Ford among first • Early-bird auto drive for spot radio is planned by Ford Div. of Ford Motor Co. Spot radio campaign is set for Sept. 28 as part of initial introductory move for 1960 Ford passenger car. It's handled through J. Walter Thompson, New York.

Plug for ABC-TV • Is House Commerce Committee preparing to get into tv allocations area heretofore practically exclusive domain of Senate? Portents of this seen in statement on House floor last week during debate on political broadcasting law (Sec. 315) by Rep. Rogers (D-Texas) who went into wholly unrelated area of three network competition and shortage of facilities. Mr. Rogers is member of Commerce Committee.

Without alluding to ABC-TV in statement inserted in record, Mr. Rogers said it was fairly well known that "new network has had to cut rates in order to compete with the other two, because of lack of tv stations in a number of cities such as Birmingham, Louisville, Rochester, Syracuse, Providence and other markets." These same two-vhf station cities are actively under FCC consideration, several with short separations, for vhf drop-ins.

Mahoney to quit C&W • Edward H. Mahoney, vice president in charge of radio-tv department of Cunningham & Walsh, New York, will resign. Definite date for resignation isn't set but Mr. Mahoney is talking with people in several areas of tv with hopes of becoming connected with creative side of medium. Mr. Mahoney has had 3½ years with C & W, and before that seven years with Benton & Bowles where he was vice president in charge of commercial production.

RCA's media • Broadcast media needn't quiver over RCA advertising shift from Kenyon & Eckhardt to J. Walter Thompson (see story, page 38). Ad command at RCA foresees no media changes, still considers tv—as might be expected—as its cornerstone in national advertising. Though RCA will not say what triggered switch, there's no doubt that JWT's international organization helped (RCA is continuing to expand in overseas markets). Domestically color set sales will be main thrust.

Back to school • Select group of about 30 broadcasters expected to attend first institute on general theme of "responsibility" planned by school of Journalism and Center for Continuing Liberal Education at Pennsylvania State U., Nov. 29-Dec. 1. Pilot institute will be conducted in cooperation with Fund for Adult Education. Among scheduled participants are Harold E. Fellows, NAB president; Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, and Prof. Charles Siepmann, New York U., whose identity with FCC "Blue Book" caused furor in 1946.

Getting out of town • When will Congress quit? Irrespective of legislative workload, best bet is Labor Day week, possibly before. With Khrushchev arrival scheduled for Sept. 15, it's certain Congress won't be around then, if for no other reason than to avoid protocol entanglements. It's customary to invite head of state, even though his visit may not be official, to address Congress when in session. No session, no protocol problem.

Jahncke leaves Petry • There's no official announcement, but Ernest Lee Jahncke Jr., vice president and assistant to board chairman Edward Petry of Petry station-representation firm, is leaving that post. With Petry for past two years, he formerly was vice president and assistant to president of ABC (when Robert E. Kintner, now NBC president, was ABC head). Parting with Petry organization understood to be amicable.

Birthday wishes • There's activity to get radio-tv station air support for announcement campaign tying into Sigma Delta Chi's 50th anniversary this year as national professional journalism fraternity. It's felt such public service project would be useful in alerting listeners and viewers to increasing role of electronic journalism. Harshe-Rotman, Chicago, is volunteer PR firm for SDX.

Back to tv • Knickerbocker beer, New York, is still tv-minded. Brewer, which covers market areas in New England and metropolitan New York, had given up most of its spot tv spending during summer in favor of heavy spot radio. But here's inside on 1960 strategy: There'll be "weight" on spot tv. Spot radio will be continued and will be "somewhat" heavier than usual. Compton Adv., New York, handles account.

There's a law • Proposal of Senator Bush (R-Conn.) that Soviet Union be permitted to own and operate tv station in this country in exchange for giving U.S. same privilege behind Iron Curtain is impossible without amendment of Communications Act. Sec. 310(a) specifies station licenses shall not be granted to or held by any alien or representative of any alien; any foreign government or any corporation authorized under laws of any foreign government. Moreover, not more than one-fifth of stock of licensee company can be owned or voted by aliens.

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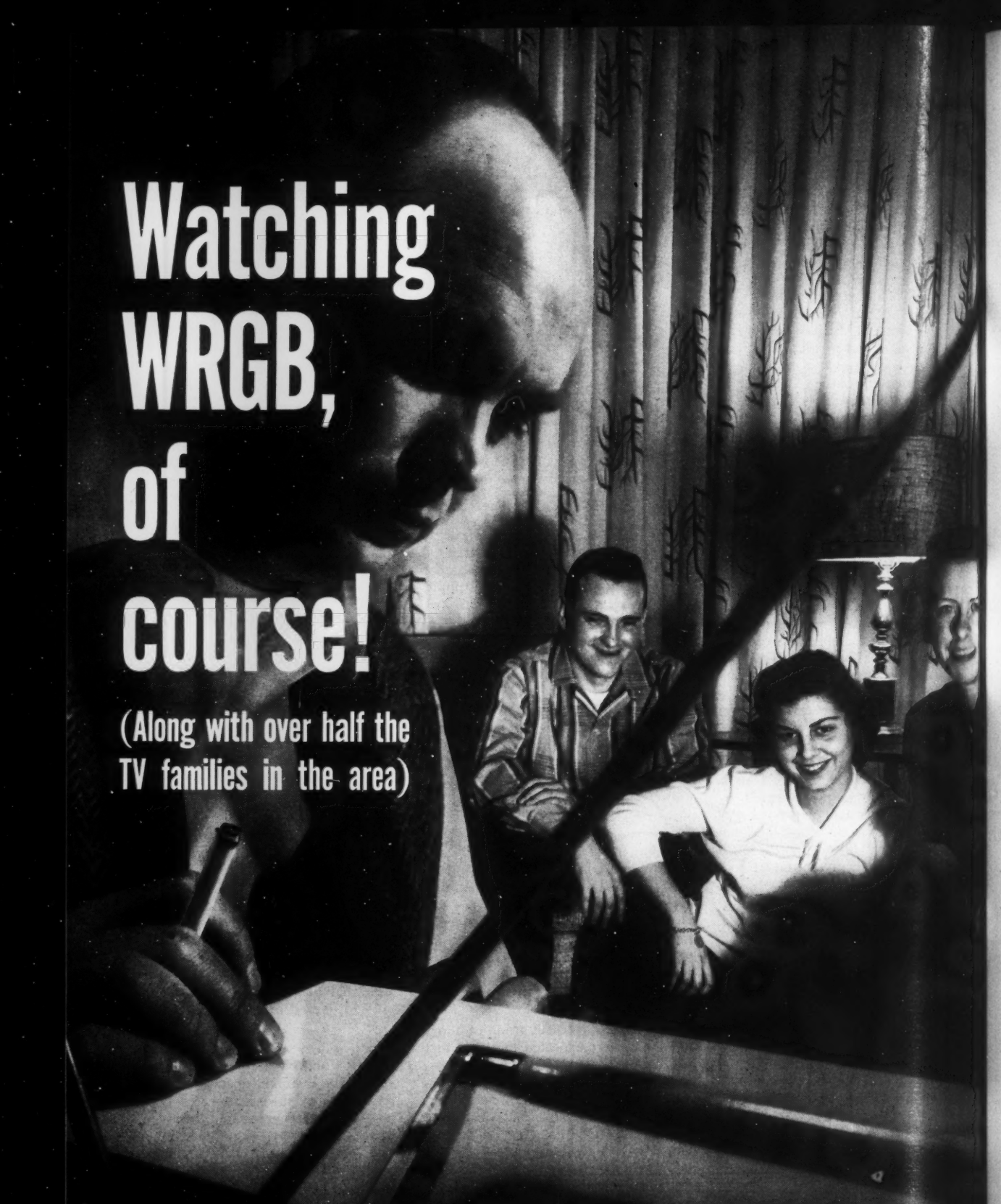

Better than half the viewing families—52.6%—watch WRGB. The May, 1959 ARB total area survey shows Channel 6 delivers more homes than the other two stations combined in the Northeastern New York and Western New England market. Contact your NBC Spot Sales representative for the complete story.

STATION SHARE OF AUDIENCE*
SUNDAY THROUGH SATURDAY
SIGN-ON TO SIGN-OFF

WRGB	STATION B	STATION C
52.6%	31.2%	16.2%

*Source: Total Area ARB, May, 1959

WRGB CHANNEL 6 . . . A GENERAL ELECTRIC STATION . . . ALBANY-SCHENECTADY-TROY

WEEK IN BRIEF

MR. THOMAS

Retail dollars await the 'effective sell' • Radio stations are missing the boat in winning more local retail advertising because of their failure to show retailers just how effectively the medium can sell. With proper planning, better copy writing and more professional air presentation, local stations can increase this share of business, according to David P. Thomas, radio-tv director, Kal, Ehrlich & Merrick, Washington, D.C., in this week's MONDAY MEMO. Page **23.**

$50 million crackdown? • NAB Tv Code Board group preparing report on personal products advertising for mid-September review. Some of nation's biggest advertisers involved in study, follow-up to long campaign against Preparation H, hemorrhoid remedy. Page **31.**

Spot radio on the move • Ford, Liggett & Myers and Reynolds Tobacco out in front in RAB breakdown of top 50 spot radio investors in first half of 1959. First-quarter slump reversed, authorities see both half-year and 12-month gains for spot radio this year. Page **32.**

Soft or starched • TvB says comparisons are "soft," that is unfair, when newspaper circulation is pitted against tv's delivered audience. And when "Starched"—rating studies by Daniel Starch & Staff—readership results show large grey areas. Page **36.**

$17 million march on Madison Ave. • RCA's $12 million hops from Kenyon & Eckhardt to J. Walter Thompson; Sylvania's $5 million leaves JWT and lands at Kudner. Page **38.**

MGM's 'radio spectacular' • National spot saturation makes debut in motion picture advertising. If it "works" Metro-Goldwyn-Mayer will back 10 features a year in this manner. Page **40.**

The ageless kid • Formula for tv series longevity lies in client service as exemplified by Ziv-Tv's syndicated western *The Cisco Kid*, now 10 years old and friskier than ever in both domestic and foreign markets. Page **52.**

Conference on equal time • Senate-House conferees to meet to work out differences in Sec. 315 amendments which have passed both bodies. Approval of House came last week with question of exemption for some news interview shows left unresolved. Page **62.**

Action on FCC bills • Senate passes four measures to amend Communications Act, but indications are House won't consider them this year. Page **70.**

New sports angle • Sen. Kefauver, with cosponsorship of dozen others, introduces new sports antitrust legislation. Bill covers professional football, basketball and hockey but makes no mention of baseball. Page **70.**

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Things are buzzing in Michigan's rich Golden Triangle area! And only WILX-TV delivers the important metro areas of LANSING, JACKSON and BATTLE CREEK in one sweep . . . city-grade signal . . . studios at each point . . . dominant NBC service.

Mark these WILX-TV market facts:

- 11th largest population area (SRDS Consumer Market Data)
- 12th largest in total retail sales (Sales Management)
- 28th largest in TV homes (Television Age 100 Top Markets)

Sell the big and busy Lansing market (now 69th nationally with 313,100 population) . . . plus Battle Creek, Jackson and the populous Central Michigan area . . . with WILX-TV's powerful coverage.

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

SELL "The Family Board of Directors" With Your Local Meredith Station

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

MEREDITH STATIONS ARE "ONE OF THE FAMILY"

KANSAS CITY	KCMO	KCMO-TV	THE KATZ AGENCY
SYRACUSE	WHEN	WHEN-TV	THE KATZ AGENCY
PHOENIX	KPHO	KPHO-TV	THE KATZ AGENCY
OMAHA	WOW	WOW-TV	JOHN BLAIR & CO.—BLAIR TV
TULSA	KRMG		JOHN BLAIR & CO.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 31

Firestone buys CBS 'Ike & Khrush' series

In deal described by network as "unprecedented in international relations and television broadcasting," Firestone Tire & Rubber Co. will pick up tab for 14 half-hour CBS-TV programs of news coverage of forthcoming exchange visits of President Eisenhower and Soviet Premier Khrushchev. Contract being announced today (Aug. 24) by Harvey S. Firestone Jr., chairman of rubber company, and Louis G. Cowan, president of CBS-TV network.

Broadcast schedule not definitely set, but CBS-TV authorities said most programs would be carried in prime evening time. Coverage—combination of live, tape and film—also will include President Eisenhower's preparatory visit to Europe later this month, which will be subject of first four broadcasts. They're scheduled 7:30-8 p.m. EDT on Aug. 27, Aug. 30, Sept. 3 and Sept. 6. These and programs reporting on Mr. Khrushchev's visit to U.S. and President's subsequent visit to Russia will be titled *Eyewitness to History*.

Agency for Firestone, which last made trade headlines few months ago by inability to find what it considered suitable time for its 30-year-old *Voice of Firestone* on ABC-TV, is Campbell-Ewald, Detroit.

Inn cancellation brings S.C. suit

South Carolina Broadcasters Assn. filed suit at weekend in U. S. District Court, South Carolina, against William Hilton Inn, located at Hilton Head Island, that state, following inn's cancellation of meeting originally scheduled June 28-30. SCBA moved convention to Aug. 20-23 at Holiday Lodge, Myrtle Beach.

Association asks $62,500 actual and punitive damages in suit filed by J. Drayton Hastie, WUSN-TV, SCBA president. It contended notice that new inn would not be able to handle convention was not given until June 24. As result, it was alleged, many delegates were already on way to island and could not be reached though telegrams were sent all advance registrants as soon as cancellation notice was received. Suit being handled for SCBA by law firm of Roberts, Jennings, Thomas & Lumpkin, of Columbia.

'Total sell'

Need for watchful eye on minor details of tv station operation pointed up in mail from one of nation's most prominent broadcasters identified with newspaper-owned station. Although obviously inadvertent, it lifted lots of eyebrows and churned up few chuckles too. Letters carried postage-meter imprint, two-inch banner, reading: "The total selling medium is the daily newspaper."

At Aug. 22 session, Frederick H. Garrigus, NAB organizational services manager, called for elimination of misconceptions of broadcasting's public service role by civic and similar agencies. He charged many of those who demand free broadcast time are paying for other media, but suggested this may be due to their ignorance of broadcasting's public service role.

Broadcasters should dispel fallacious thinking about "public interest, convenience and necessity" language of Communications Act, he said, noting many still believe they are required by law to give definite percentage of broadcast time to religion, education, charity and other causes. Community program advisory committees are helpful to broadcasters in dealing with these groups, he added.

Hudson of ABC dies

Earl J. Hudson, 67, ABC vice president and consultant-advisor, died Friday (Aug. 21) at Mount Sinai Hospital, Los Angeles. Until December Mr. Hudson was in charge of the network's western division. He was succeeded by James G. Riddell. Mr. Hudson also was on the Disneyland Inc. board of directors. Funeral services are being held today (Aug. 24).

NBC-TV buys plays

Search for new tv properties well in advance of their expected play to audiences has NBC today (Aug. 24) announcing its acquired rights to create and present tv productions based on eight top motion pictures owned by Selznick Co. Versions on tv are expected to be "special program events," according to David Levy, vice president, programs and talent, NBC-TV, and will be seen beginning in 1960-61 season. "Virtually all" will be presented live, he said.

Two FCC cases argued in court

Two appeals of FCC orders were argued at U.S. Court of Appeals in Washington Friday.

FCC defended its action in ordering Montana Microwave to shut down its microwave operation granted several months previously which feeds signals from two Spokane, Wash., tv stations to community antenna system in Helena, Mont., pending disposal of protest by KXLJ-TV Helena against microwave grant. (FCC, in ordering cessation of service, had granted KXLJ-TV request for stay of microwave service pending outcome of protest.)

Montana Microwave charged FCC unlawfully abused its discretion in "setting aside" microwave grant after seven months' operation and acted contrary to its own findings that it had no jurisdiction to hold up microwave service to catv system on grounds of adverse impact on local tv station. FCC has not yet acted on original KXLJ-TV protest of grant.

FCC said it has no alternative but to grant stay of microwave service unless there are overriding public interest considerations which decree otherwise. In this case, FCC said, catv system already had two program services and need for addition of two more does not constitute grounds of overriding public interest.

In second argument, WIBR Baton Rouge, La., one of two applicants for ch. 9 (recently assigned to Baton Rouge), appealed dismissal of its protest against FCC action granting WAFB-TV Baton Rouge (ch. 28) temporary authority to operate on ch. 9 pending resolution of ch. 9 contest. Among other things, WIBR held it would not be able to contest WAFB-TV (controlled by WDSU - AM - FM - TV New Orleans) if uhf outlet gets STA for ch. 9. FCC said this position is speculative rather than factual. Similar request for ch. 9 STA by WABR was not complete, intervenor WAFB-TV observed.

AT DEADLINE

Detroit market survey profiles fm audience

Nearly 60% of Detroit fm radio listening audience has family income of more than $7,500 per year, according to mail interview survey conducted last month by Market Opinion Research Co., Detroit, for WLDM (FM) Oak Park (Detroit), Mich.

Other facts brought out by Detroit survey: fm is listened to on average of five hours and 19 minutes per day; more fm is heard during evening hours than at other times; 63.5% interviewed have listened to fm four years or more; 84.1% of fm listeners own their own homes and 50% live in city; 32.4% of fm family heads, by far largest percentage, are in professional, technical or semi-professional occupations. WLDM sponsored report was based on 370 mail interviews of 1,000 questionnaires mailed to persons "selected at random from 21,000 names and addresses of persons who were known to be fm listeners."

MBS committee

Vic Diehm, president of Vic Diehm Group of radio stations and chairman of Mutual Affiliates Advisory Committee, Friday (Aug. 21) appointed two new members to committee to fill vacancies in District 8 (Calif., Wash., Ore. and Ariz.). Named were Cal Perley of KSON San Diego and KITO San Bernardino, Calif., as new metropolitan market committeeman, and Keith Munger, president of KCOK Tulare, Calif., as non-metropolitan market committeeman. They fill vacancies created by resignations of Norman Boggs, KHJ Los Angeles, and Frank Loggan of KBND Bend, Ore. Appointments run to Dec. 31.

NBC plans meeting

First meeting of New Program Managers Advisory Committee for NBC Radio and its affiliates will be held Thursday (Aug. 27) in New York. Albert L. Capstaff, Vice President In Charge of NBC Radio Programs, is chairman of committee. Its purpose is "to foster better understanding of the programming problems of the network and local stations" and promote liaison between network and affiliates. Station members are Herman K. Clark, WBAP Fort Worth; Bill Cornelius, WJBO Baton Rouge, La.; Franklin D. Coslett, WBRE Wilkes-Barre, Pa.; Elmo Ellis, WSB Atlanta; Ed Walker, WFLA Tampa and Wilfred W. Woods, WOC Davenport, Iowa.

Massing named

Appointment of William P. Massing, former assistant secretary of FCC, to serve as special assistant for Conelrad and defense to FCC Comr. Robert E. Lee, announced Friday. Mr. Massing entered government service in 1918, joined Federal Radio Commission in 1931, served as chief of broadcast license division before becoming assistant FCC secretary in 1952. He retired in May 1956.

Business briefly

• RCA Victor Ltd. (Canada), Montreal has followed U.S. parent organization by announcing Friday (Aug. 21) it is moving its advertising (estimated at about $500,000) from Kenyon & Eckhardt to J. Walter Thompson, effective first of year. Earlier in week, RCA had announced its $12 million account switch to JWT (stories, page 5, 38).

• British American Oil Co., Toronto, Ont., has signed to sponsor both eastern and western Canadian football games as well as national play-offs and final Grey Cup Game on English and French language Canadian television networks. Company bought half rights to games from Canadian Broadcasting Corp., with James Lovick & Co. Ltd., Toronto, handling all advertising. Games will be played on irregular schedule now beginning. Western games will be carried on network west of Great Lakes and eastern games in eastern half of country, with play-offs and Grey Cup Game being carried on full English and French networks.

• Pharmaceuticals Inc., Newark, N.J., signed sponsorship of new nighttime version of NBC-TV's current daytime show, *It Could Be You,* starting Sept. 5 (Sat., 10:30-11 p.m. EDT). Daytime series continues Monday through Friday (12:30-1 p.m.). Ralph Edwards' production stars Bill Leyden as m.c. Pharmaceuticals' agency: Parkson Adv., N.Y.

WEEK'S HEADLINERS

MR. SCHOFIELD

MR. KELLY

ARTHUR C. SCHOFIELD, vp for advertising and promotion of Storer Broadcasting Co., Miami Beach, appointed assistant to president of Peoples Broadcasting Corp., Herbert E. Evans, effective Sept. 1. JOHN J. (CHICK) KELLY, assistant advertising and promotion manager of Westinghouse Broadcasting Co. for past five years, succeeds Mr. Schofield as director of those activities with Storer. He has previously been with WCAU-AM-TV Philadelphia and WPTZ and KYW when they were located in that city. Mr. Schofield served as advertising and promotion director of DuMont tv network in early days of medium. Peoples is comprised of WRFD Worthington and WGAR-AM-FM Cleveland, both Ohio, WMMN Fairmont, W.Va.; WTTM Trenton, N.J., WNAX Yankton, S.D. and KVTV (TV) Sioux City, Iowa; it is subsidiary of Nationwide Mutual Insurance Co., Columbus, Ohio.

MR. FLANAGAN

ALVIN G. FLANAGAN, vp and general manager of KCOP (TV) Los Angeles for past three years, elected vp of broadcast division of Nafi Corp. in charge of their o&o tv stations. Nafi currently owns KPTV (TV) Portland, Ore. and has bought KCOP pending FCC approval (see BROADCASTING, Aug. 17); the company intends to develop five tv stations, according to Kenyon Brown, Nafi's radio-tv director.

MR. LASKY

PHILIP G. LASKY, executive director, West Coast for Westinghouse Broadcasting Co. since March 1956, named vp in charge of that area. WBC stations there are KPIX (TV) San Francisco and KEX (TV), Portland, Ore. Mr. Lasky entered broadcasting at 21 at KFEL Denver as engineer. In 1930's he was general manager of KDYL Salt Lake City and KSFO San Francisco.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

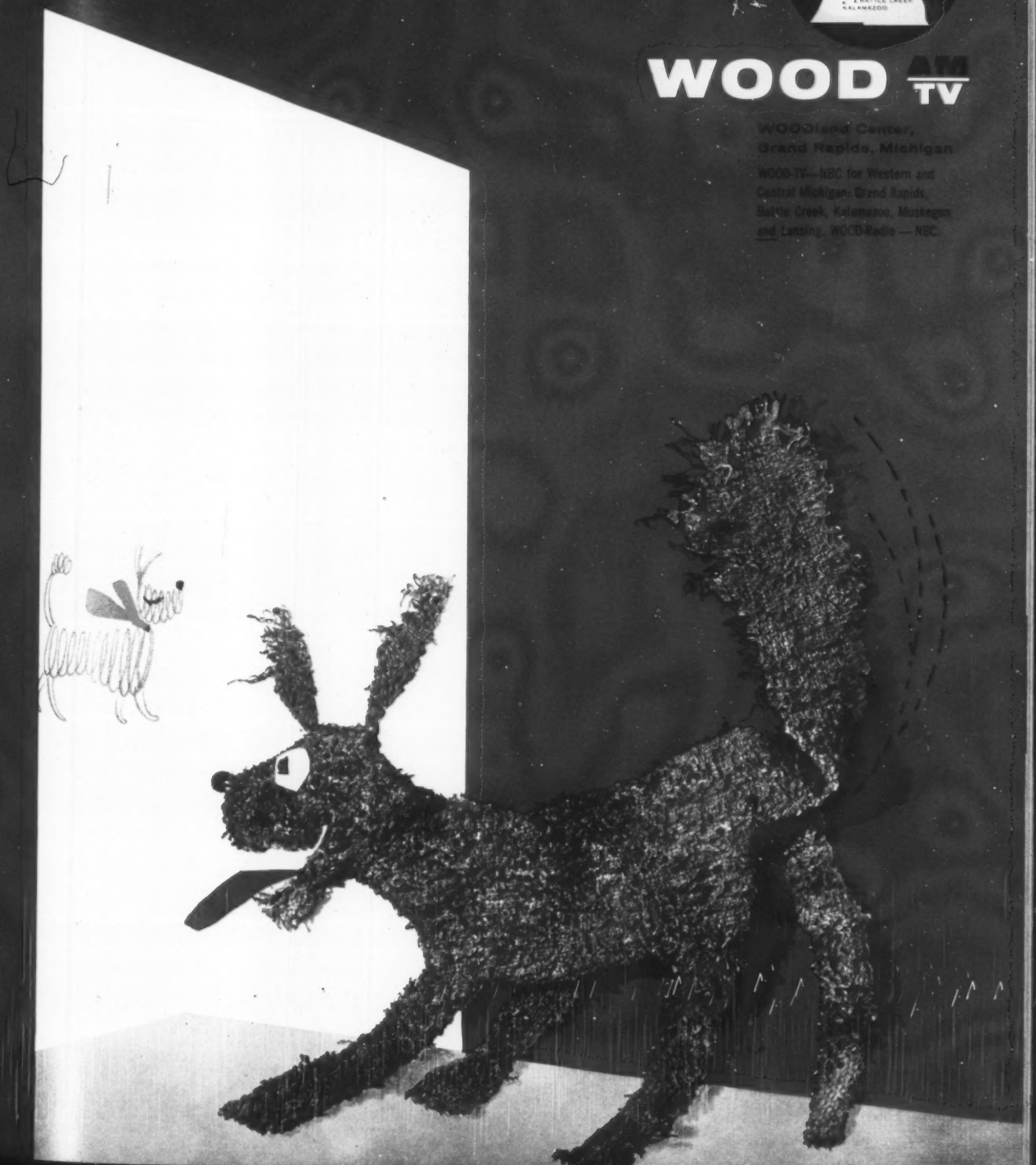
IT COMMUNICATES!

There's no mistaking Rover's message when his tail starts to spin. He's communicating! Likewise, just a few wags of your client's message on WOOD-TV will send thousands of WOODlovin' WOODlanders loping off to buy. That's effective communication! So, take a tip from a wise old dog and sell Western Michigan the right way — on WOOD-TV. Bark for the Katz man, and put the bite on him for avails.

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

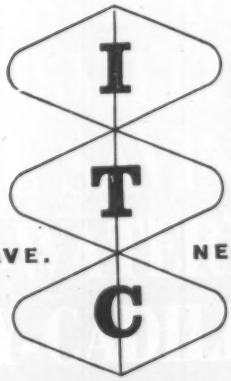
WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.



VITTORIO DE SICA RICHARD CONTE DAN DAILEY JACK HAWKINS

THE FOUR JUST MEN

Walking off with Sales Honors



INDEPENDENT
TELEVISION
CORPORATION

488 MADISON AVE. NEW YORK 22 • PLAZA 5-2100

WKMH

carries the ball for BIG GAINS in the rich Detroit market

FOOTBALL

DETROIT LIONS

all games–home and away

•

UNIVERSITY OF MICHIGAN

complete schedule

•

plus Detroit's best

SPORTS PROGRAMS

. . . 8 shows daily with

VAN PATRICK

and Frank Sims

Represented by

EDWARD PETRY & CO. Inc.

CBS RADIO

WKMH

DETROIT • DEARBORN

the station that has everything

KNORR BROADCASTING CORP. FRED A. KNORR, President

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 20-24—Northern American radio-tv conference, Executive Secretaries Council of **Seventh Day Adventists**, Olin Hotel, Denver, Colo.

Aug. 23-24—**UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire** aboard aircraft carrier **Wasp** at sea; board destroyer at South Boston Naval Annex for transfer to **Wasp** 100 miles out; return to Boston.

Aug. 24—Comments due on FCC's proposal to revise Secs. 1.212-1.218 establishing two classes of rulemaking proceedings, with one involving "special consideration" in which all **ex parte** representations would be barred. Docket No. 12,947.

Aug. 24-28—**American Bar Assn.**, annual meeting, The Americana, Miami Beach, Fla.

Aug. 25-28—Closed-circuit tv seminar, **National Assn. of Educational Broadcasters**, U. of Pennsylvania, University Park, Pa.

Aug. 25-29—Ninth annual meeting, **Assn. for Education in Journalism**, U. of Oregon. Speakers include Dr. F. Stanton, CBS president; Allan Nevins, author-historian; James A. Barnett, Purex Corp. vice president; Mitchell V. Charnley, U. of Minnesota.

Aug. 28-29—**Oklahoma Broadcasters Assn.**, summer meeting, Lake Murray Lodge, Ardmore. Directors meeting and **UP** meeting Aug. 28. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

Aug. 28-30—**West Virginia Broadcasters Assn.**, Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford and Howard H. Bell, NAB assistant to president, will speak.

*Aug. 29—Fourth annual broadcasters sales management conference, **Mississippi Broadcasters Assn.**, Heidelberg Hotel, Jackson.

Aug. 29—AP breakfast preceding meeting of **New Mexico Broadcasters Assn.**, Desert Sands Hotel, Albuquerque.

SEPTEMBER

Sept. 3—**North Carolina AP Broadcasters** annual meeting, Charlotte.

*Sept. 3-5—**Storer Broadcasting Co.**'s radio program managers meeting, Detroit.

Sept. 4-5—**Texas AP Broadcasters**, 1959 convention, Rice Hotel, Houston.

Sept. 10—**Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—**Country Music Assn. Board of Directors**, Springfield, Mo.

Sept. 11-13—**Southwest stereo/hi-fi show**, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—**AP Broadcasters of Ohio**, Columbus.

Sept. 12-13—Annual fall meeting, **Illinois News Broadcasters Assn.**, Hotel Leland, Springfield.

*Sept. 15—**Premium Advertising** conference, Hotel Astor, N.Y.

Sept. 16-18—**Michigan Assn. of Broadcasters**, fall convention, Hidden Valley, Gaylord.

*Sept. 17—**Assn. of Motion Picture Producers & Laboratories of Canada**, Montreal.

Sept. 17—**Assn. of National Advertisers** sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

*Sept. 17-19—**Mutual Adv. Agency Network**, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago. Also annual awards meeting.

Sept. 18-19—**National Assn. of Fm Broadcasters** (formerly Fm Development Assn.) convention, Palmer House, Chicago.

Sept. 18-20—**Southwest stereo/hi-fi show**, Hotel Adolphus, Dallas, Tex.

Sept. 18-20—**United Press International Broadcasters Assn.** of Minnesota, Sawbill Lodge, Tofte.

Sept. 21—**AP Radio & Tv Assn.**'s board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.

Sept. 21-22—**Louisiana Assn. of Broadcasters**, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 22-24—**Electronic Industries Assn.** fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23—**Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference**, Stanford U., Palo Alto, Calif.

*Sept. 23—Comments due on FCC proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco. Reply comments due Oct. 8. Dockets 11759 (Fresno-Bakersfield) and 12946 (Sacramento-San Francisco-Reno).

Sept. 23-24—**CBS Radio Affiliates Convention**, Waldorf-Astoria, New York.

Sept. 24-26—**AFA 10th District** convention, Hotel Texas, Fort Worth.

Sept. 25—**Advertising Research Foundation**, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—**North Dakota Broadcasters Assn.**, Valley City.

Sept. 25-26—Ninth annual **Broadcast Symposium, Institute of Radio Engineers** and **American Institute of Electrical Engineering**, Willard Hotel, Washington.

Sept. 26-27—**American Women in Radio & Television**, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—**Assn. of Independent Metropolitan Stations**, Hotel Roosevelt, New York.

Sept. 28—Start of eight-week workshop series sponsored by **Chicago Federated Adv. Club** and **Women's Adv. Club of Chicago**. Nine different clinics are scheduled in such areas as radio-tv, copywriting, publicity and public relations, production, marketing and merchandising, media, art and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

Sept. 29-Oct. 3—**Affiliated Advertising Agencies Network** international convention, Somerset Hotel, Boston.

OCTOBER

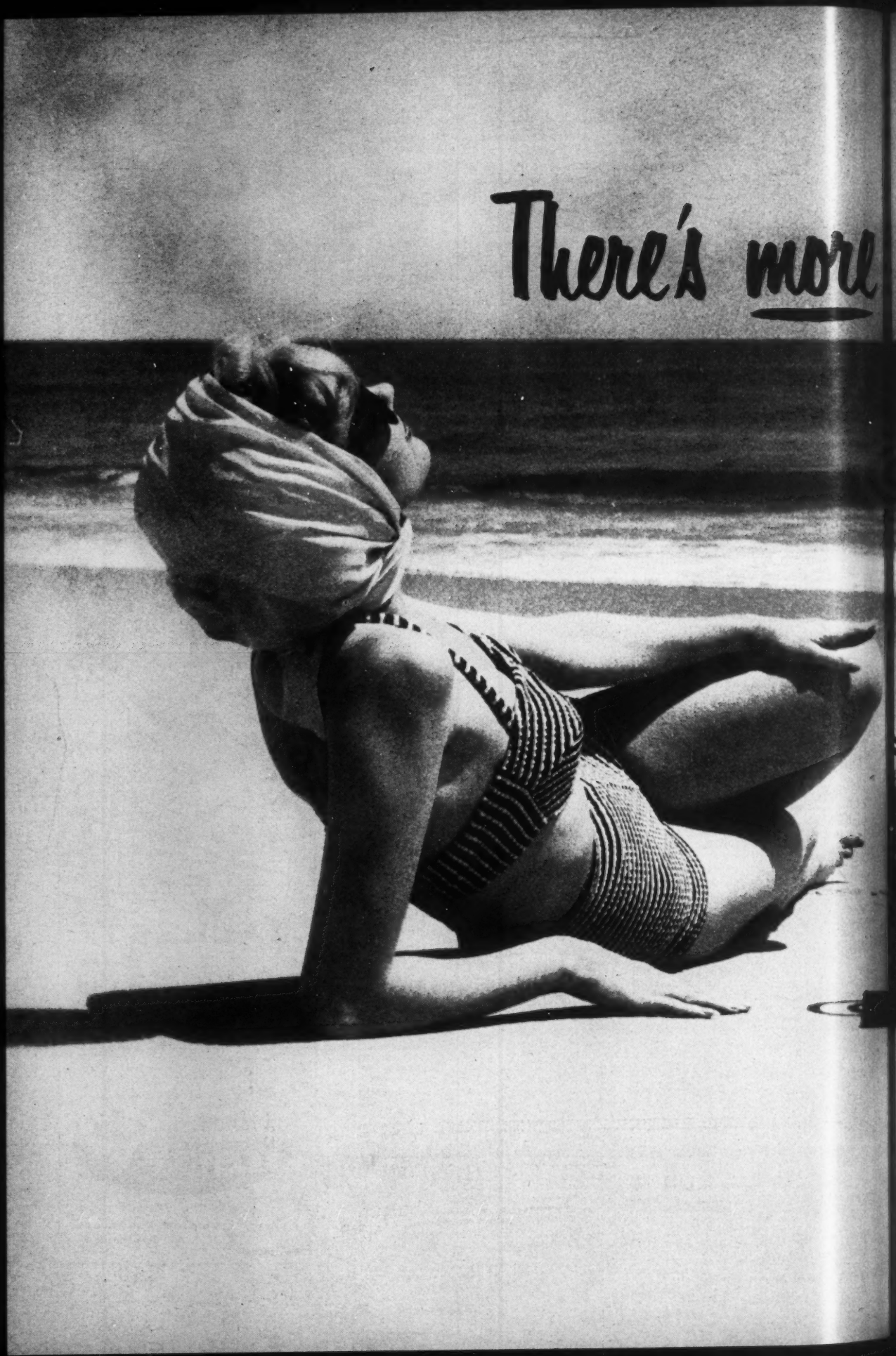
Oct. 1—Oral argument before FCC on protest by **Philco Co.** against license renewals of **WRCV-AM-TV Philadelphia**, owned by NBC. Philco claims RCA-owned stations are unfair competition since

YOU KCAN'T KCOVER TEXAS without KCEN-TV

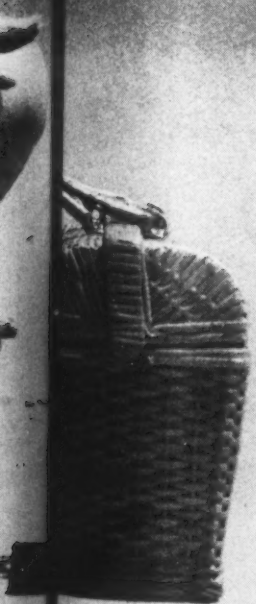
TALLEST!
our 833 ft. tower absolutely dwarfs anybody else's in the Central Texas area!

NBC CHANNEL 6 KCEN-TV
TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives


There's more

e to Florida



There's **WJXT** in Jacksonville, where the Nielsen ratings are more dazzling than the sunshine! With a 3 to 1 margin in audience, WJXT is the *only* station with complete coverage to put you in the swim of one of the biggest booming markets under the sun.

WJXT 4

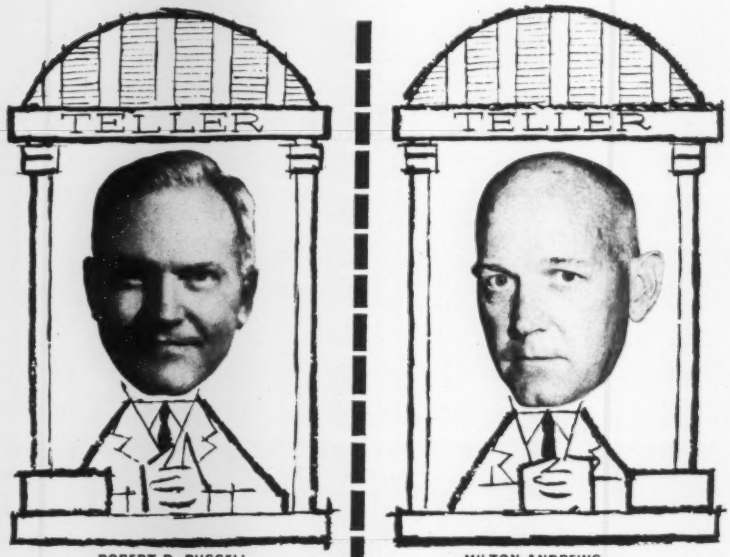
JACKSONVILLE, FLORIDA

An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

COMPETITORS, YES...



ROBERT D. RUSSELL
President
The Exchange-Security Bank

MILTON ANDREWS
Chairman of the Board
The Bank for Savings & Trusts

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"As a financial institution our advertising **must** reach adults; therefore, WAPI is the natural choice to sell our banking facilities. The Exchange-Security Bank is sold on WAPI."

"For many years a large share of our radio advertising dollar has gone to WAPI. Their distinctive programming and the quality of their audience provides an excellent outlet for our advertising message."

WAPI

50,000 Watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

*5,000 Nights

stations are identified with RCA, a competitor to Philco in the radio-tv and appliance fields. Docket No. 13,085.

Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

***Oct. 5-7—Institute of Radio Engineers'** fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society,** Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices **IRE, Signal Corps** and **Armour Research Foundation,** Museum of Science & Industry, Chicago.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, **Assn. of National Advertisers,** Savoy-Hilton Hotel, New York.

***Oct. 8-9—Advertising Federation of America** third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

***Oct. 8-10—Alabama Broadcasters Assn.** fall meeting, U. of Alabama.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

Oct. 9-10—North Carolina Assn. of Broadcasters and **American Women in Radio & Television,** fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.

Oct. 9-11—New York State members of American Women in Radio & Television conference, Otesaga Inn, Cooperstown.

***Oct. 10—Ohio Assn. of Broadcasters,** Athletic Club, Columbus.

Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

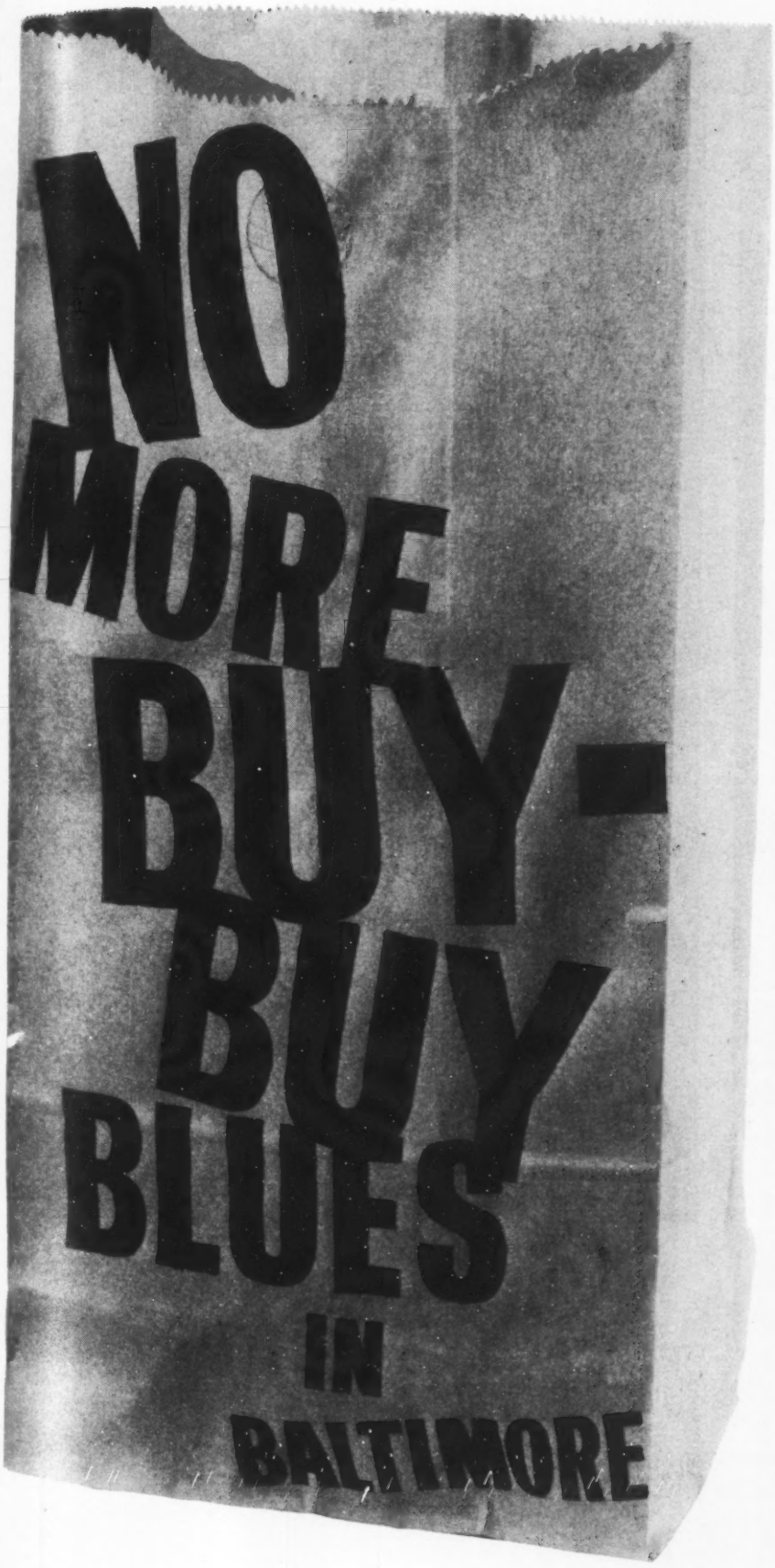
***Oct. 22-23—Kentucky Broadcasters Assn.,** Phoenix Hotel, Lexington.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.



Nothin' but happy sounds from happy buyers. WBAL is your BASIC BUY in BALTIMORE! Buy WBAL and you buy BALTIMORE, PLUS.

WBAL-Radio in Baltimore gives you coverage where it counts! WBAL serves 2,500,000 listeners spread over 14,000 square miles. WBAL serves them clear channel, full time, with 50,000 watts. WBAL serves its listeners with top, professional programming and production.

And, as it serves its millions of listeners, WBAL also serves *you* and *your client*—with *more sales return* on every advertising dollar spent! There must be a reason why WBAL *leads in local sales.* The reason is simple: when you buy WBAL, you buy Baltimore, PLUS! And that means more SALES for YOU!

In Baltimore, WBAL is BASIC

WBAL RADIO
BALTIMORE,

50,000 Watts NBC Affiliate
Nationally represented by
H. I. Christal Co., Inc.
In association with
WBAL-TV Channel 11

ORB

WRCA-TV'S NEW ROTATION PLAN WITH A GUARANTEED RETURN

WRCA-TV'S unprecedented, prime-time spot rotation plan assures you of net audiences as much as 25% bigger than those delivered by fixed-position announcements —at no increase in cost.

ORBIT guarantees every advertiser in the new season powerful adjacencies to established hits like Tennessee Ernie Ford, Bat Masterson and Groucho Marx. Your message will also benefit from the excitement of brand new NBC Television Network attractions like Riverboat, Sunday Showcase and Bonanza!

ORBIT is available in either one, or both, of two dimensions. In Horizontal Orbit, your message is spotted in the 8 p.m. time period. On successive weeks, it rotates through Sunday, Monday, Tuesday, Friday and Saturday nights. In Vertical Orbit, your message rotates through consecutive half-hour breaks from 8 to 10:30 p.m. on successive Thursday nights.

There's no time like the present to invest in this sales plan of the future. Call for details today.

WRCA-TV CHANNEL 4 IN NEW YORK

NBC OWNED · SOLD BY NBC SPOT SALES

How come you were so smart and bought KEWB before the ratings were published?

Well, my dear, I like to be ahead of the field. KEWB's combination of successful management... precise, fashionable programming... overwhelming audience acceptance are bound to reflect in the station's standing when ratings are published. Easy to figure, yes?

Smart time-buyers in the San Francisco Bay Area had one advantage over other time-buyers: they were right on the scene... could "feel" the immediate acceptance of colorful, contemporary "Big Bay Radio"... **fashionable radio.**

Now it's your turn. Don't buy radio by "tradition". Check the latest rating books. Check avails with your KEWB rep or your nearest Katz office... and you'll buy the "Big Bay Radio" audience.

CHANNEL 91 BIG BAY RADIO KEWB

Bermuda Building • 2150 Franklin • Oakland 12, California
EXbrook 7-2891 • TEmplebar 6-0910

ROBERT M. PURCELL, president
MILTON H. KLEIN, general manager
THE KATZ AGENCY, INC., national sales representatives

A Service of Crowell-Collier

KEWB *Channel 91 San Francisco Oakland* / KFWB *Channel 98 Los Angeles*

ROBERT M. PURCELL *President and General Manager*

MONDAY MEMO

from **DAVID P. THOMAS,** *radio-tv director, Kal, Ehrlich & Merrick, Washington, D.C.*

Retail dollars await the 'effective sell'

Local radio offers the quickest, surest and most inexpensive way to make people buy. But are radio stations doing the best possible job for the local sponsor? Are air personalities selling with the utmost effectiveness? What about the commercials so many local radio stations write for their sponsors? And, please, can't something be done about "me-too" programming?—that bland blend of music-news-sports and tired commercial followed by another tired commercial?

Local radio hasn't done too good a job of selling to the retailer. He wants to be shown before he spends money on radio.

The average retailer in a market of a million people spends about $10,000 a year for *all* advertising. Since he has been weaned on newspaper advertising, it is his first love and most of his appropriation goes into print media. From experience, he knows what newspapers can do. But how many years has he really known radio?

Too Little Too Soon. • Too many stations are content to sell announcements on a one-a-day or other infrequent basis. This isn't productive. It isn't healthy for the station's business either. It would help if local radio would advise sponsors with a limited budget to let it accumulate until there is enough for an all-year campaign—with particular emphasis on saturation schedules around peak consumer-buying seasons.

In radio, the second 13 weeks is better than the first. The second year infinitely greater than the first. A sketchy hit-and-run schedule rarely compounds the cumulative effect so necessary for good radio results.

One of these days, many more department stores will learn this simple radio advertising lesson too. When they do, radio will get a healthy cut of their ad budgets.

Personality Goldmine • Local radio has a potential gold mine in its personalities. But these personalities should be themselves. They can't all be Arthur Godfreys. Some of the attempts at folksiness or being whimsical are ludicrous. Still others refer to a sponsor as a "swell" fellow or his product as "simply wonderful." This is selling?

Thank heaven for the ET! It covers the short-sightedness of some local radio managers who hire announcers by price alone. This must be the reason, because how do you account for the fact that too many local radio announcers can't sell? Sure, they're getting experience. But, as whose expense? The sponsor's of course. This is false economy, because a poor announcer spells poor results. Naturally, the copy is blamed. It's possible. I believe it's a combination of poor announcers and poor copy. What a monumental waste of sponsors' money!

David P. Thomas started his writing career with daily short stories for a newspaper syndicate and before joining Kal, Ehrlich & Merrick he was a U.S. Army correspondent in North Africa and Italy. His recently completed manuscript (now with a New York publisher), "Million Dollar Ideas in Radio and Television, *is a 10-year compilation and analysis of more than a hundred successful radio and tv retail commercials. His hobby is new sports cars and old Rolls Royces.*

Written copy is comparable to written sheet music. Neither comes to life until it is heard.

And, deliver us too, from copy written by local radio continuity departments. It is too often inane and repetitious, full of cliches, bromides and stale, tired, worn-out, weak words. And hysteria too often is mistaken for dramatics.

You don't need a high-priced continuity department or a local Young & Rubicam to turn out copy that sells. Just hire someone who knows how to inject a sense of urgency in the retail copy.

Retail copy should be exciting, but excitement doesn't mean shouting or raving about a cut-price item. That's old hat.

Why People Buy • Most people buy to fulfill a subconscious wish . . . to satisfy their sense of the aesthetic. A woman isn't motivated to buy a dress because of a bargain price or because the silk that may be in it comes from homogenized cocoons. She buys to fulfill a yearning. She buys a world of dreams in a $10.98 dress . . . excitement . . . romance. There are a million-and-one reasons why people buy, the least of which is practicality. Price alone is not enough.

The tone of the commercial should reflect the personality of the sponsor. Too many retailers have a nebulous style in either print or radio advertising. They keep changing copy in a frantic search for something "different."

Right at the outset, radio advertisers should determine to put their best foot forward. How do they want the public to judge them? Dynamic? Authoritative? Friendly? Institutional? Once they decide, they must stick with it.

With station and local retailer really working together, radio sells!

Bigger radio budgets predicted, if . . .

KMOX-TV is first in
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n St. Louis!

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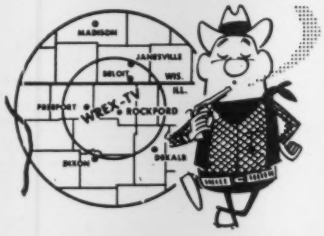
WREX-TV
RATES 79TH*
AMONG THE TOP
ONE HUNDRED TV MARKETS
*SOURCE: TELEVISION MAGAZINE

REX, the friendly Lion says...

"YOU GET THE LION'S SHARE OF RICH AGRICULTURAL AND INDUSTRIAL MID•AMERICA"

Shoot Dead Center for SALES POWER!



YES, STRAIGHT SHOOTIN' RIGHT INTO 365,000 HOMES IN THE HEART OF MID•AMERICA'S AGRICULTURAL AND INDUSTRIAL MARKETS

REPRESENTED BY H-R TELEVISION INC.
J. M. BAISCH GEN. MGR.

WREX-TV
CHANNEL 13 ROCKFORD

OPEN MIKE

The 'prize guys'

EDITOR:

We appreciated the comments you had to make about our company and the giveaway business in general in the Aug. 10 BROADCASTING. There is good and bad in every industry and your story shows you went beneath the surface to investigate the good as well as the bad.

Richard Kane
Marden-Kane Inc.
New York

EDITOR:

When we first saw your story . . . "The busy middlemen in giveaways" we decided to sue you.

More deliberate consideration suggested that we simply write and cancel our subscription. After careful perusal of the article we thought maybe we'd write a letter filled with venomous and vituperative language and not sign it. . . .

Ray & Berger specializes in prizes for individual stations and has served hundreds of the nation's finest in the past 10 years.

Pending your reply to this letter we agree not to use foul means or methods, but to coin a phrase: "Just tell them you know us!"

Howard Ray and Jack Berger
Ray & Berger, 5938 Sunset Blvd.
Hollywood 28, Calif.

[EDITOR'S NOTE: For omitting Ray & Berger from the list of prize guys it looks as if we have won the booby prize. Sorry.]

EDITOR:

At the outset I would like to tell you that I have lost a great deal of respect for your publication as a result of the inaccuracies that I know of particularly in this article. As a practitioner in this field for 13 years now, it has always been the desire of our company, as well as myself, to create and continue a feeling of legitimacy and ethics about our business that many people have felt "there must be something wrong with it."

There may be something wrong with it, but not as far as we are concerned. The calendar "of principal prize collectors" as shown in the article lists quite a number of people that would appear to indicate that this is a large activity with many people in the field. However, from scanning this list, there are only two or three people that I know of, who have been in this field as long as we are and whose desire is similar to ours to continue the feeling of ethical practices in this activity. The rest of the people listed, in my opinion, do require more careful scrutiny as to reputation, length of service in this field, and what they actually do.

. . . [One of those listed] is in business less than a year. The principals of this organization are former employes of ours, one having been in the field approximately seven months prior to his discharge from our organization. The other having been with us for several years as a junior executive. The status your article places this organization as being "National Contest Specialists" is not only inaccurate, but unfair in that this has been an activity of our [firm] for 13 years now . . .

S. Jay Reiner, S. Jay Reiner Co.
Mineola, L.I., N.Y.

[EDITOR'S NOTE: We made no attempt either to endorse or to criticize individual firms. It is impossible to give complete descriptions of each operator in reasonable space.]

Tv 'journalism'

EDITOR:

This is in response to the letter of Harold W. Bangert of Bangert & Bangert, Fargo, N.D. (OPEN MIKE, Aug. 17).

I agree with him that a new word is needed (to describe live coverage of news events on tv) and I'd like to suggest a word that infers you are seeing something as it is actually happening—thus the word "actuality."

I think that word will convey the meaning Mr. Bangert described. Namely: "a direct television presentation of an event without editorial or reportorial intervention"—an actuality!

Monroe Benton, News Dir.
WROW Albany, N.Y.

Whiskey on radio-tv

EDITOR:

In your Aug. 10 issue, on page 40, column 2, next to the last paragraph, you give our station the dubious honor of being the first to take whiskey ads; and have also moved us from Norfolk to Waterbury, Conn.

Of all people and stations, I think we would probably be the last—not the first.

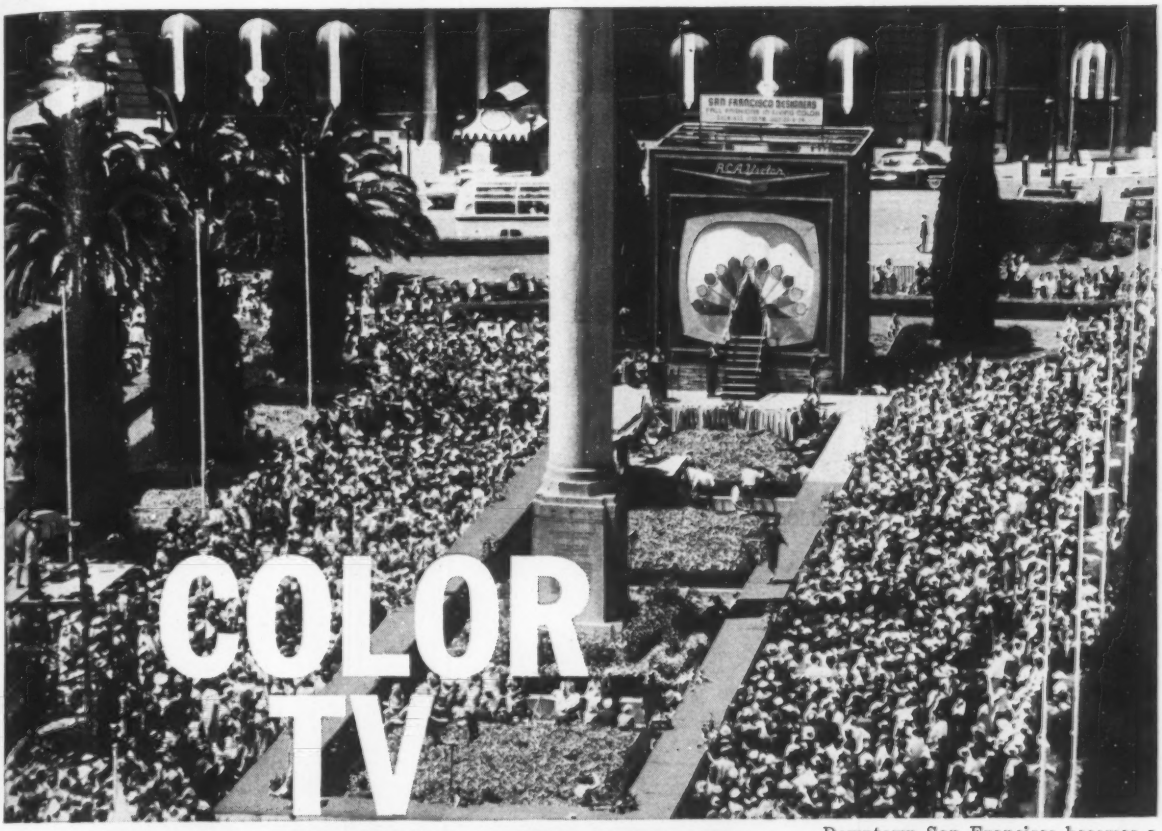
Campbell Arnoux, President
WTAR-AM-TV Norfolk, Va.

[EDITOR'S NOTE: If it hadn't been for the typo, the story would have said that WATR-TV Waterbury, Conn., carried two spots in July for Mitcher's Pot Still Whiskey.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



Downtown San Francisco becomes a Color TV showroom for the "Fall Fashions in Living Color" show, July 23, 24.

CAPTURES SAN FRANCISCO!

What happened: San Francisco fashion industry colorcasts annual show—150 fashion and TV stores tie in—thousands watch in Union Square and on Color TV broadcast—color set sales rocket—proof that *Color TV promotion pays off!*

FASHION MODELS ENTER from giant Color TV set. At left, KRON-TV color cameras train their sights on MC Vaughn Monroe, as some 40% of area homes watched on TV.

MOBS RUSH to get Vaughn Monroe's autograph during a personal appearance. Other RCA and NBC stars made appearances, too. Big crowds gathered around them and Color TV sets all over town.

ADVERTISING AND PUBLICITY support helped in the promotion's success. RCA Victor dealers, fashion shops and department stores all featured news of the promotion in advertising.

Ray Bentley, Bentley Electronics: "The color came through beautifully. We had very impressive in-store attendance.

Morry Knox, Knox Television: "I was very encouraged about the number of persons who came in my store to see the show, and definitely feel . . . (it) will prove to be a stimulus for future sales of RCA Victor Color TV."

THESE QUOTES spell success. Wherever Color TV is actively promoted like this—Color TV gets sold!

RCA VICTOR
RADIO CORPORATION OF AMERICA

GOING STEADY FOR 25 YEARS

It was love at first hearing. HPL became the housewives' darling on KNX, Los Angeles in 1934. It initiated a daring new program concept: talk. Friendly talk to real people. No scripts. No scripted commercials. And in the beginning, no clients.

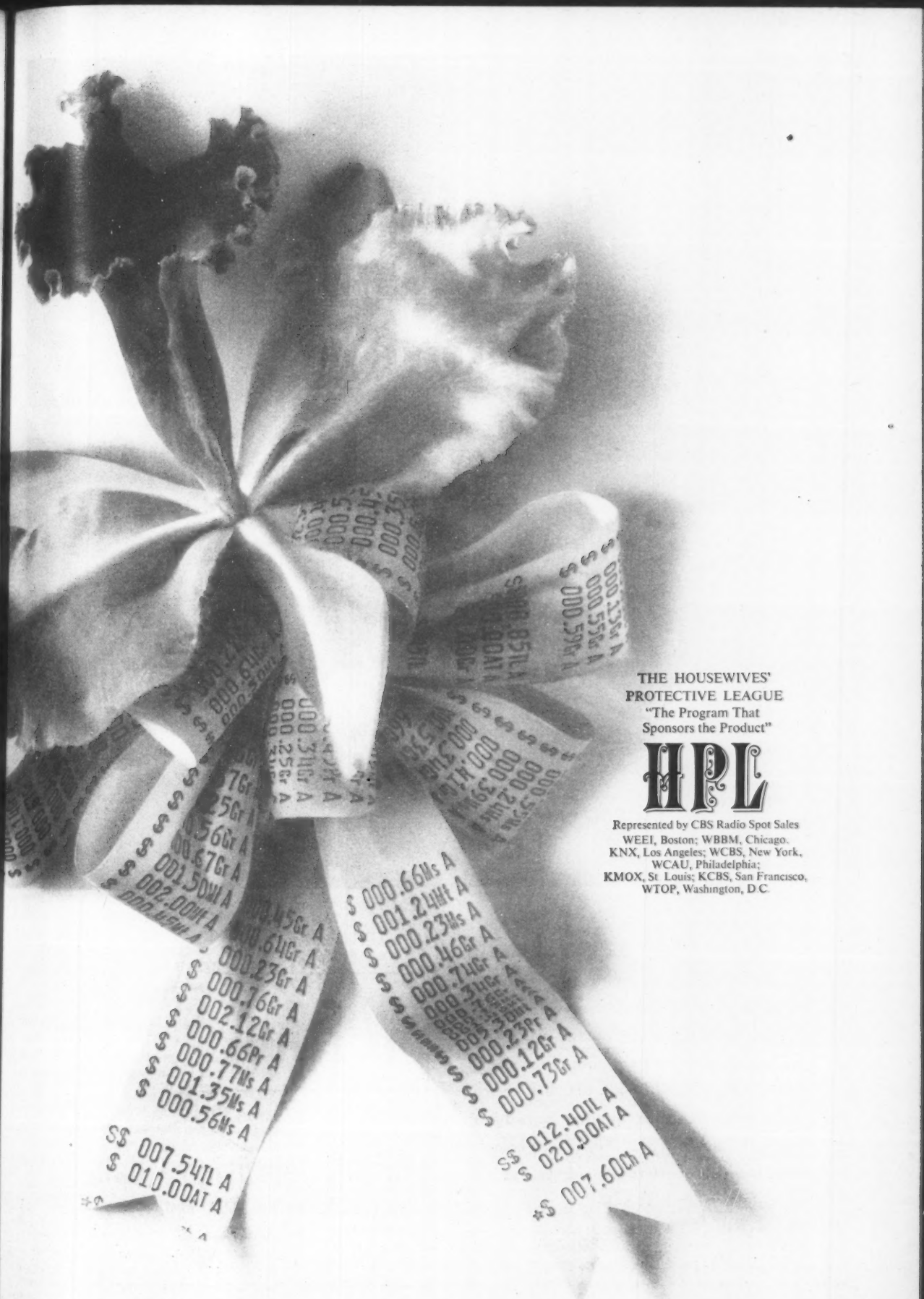
HPL was an honest suitor. It was out to build unique listener confidence. When housewives wrote in by the thousands, "gimmicky" clients wanted in. And in the depression year of 1934, you needed a long-term perspective to keep them out.

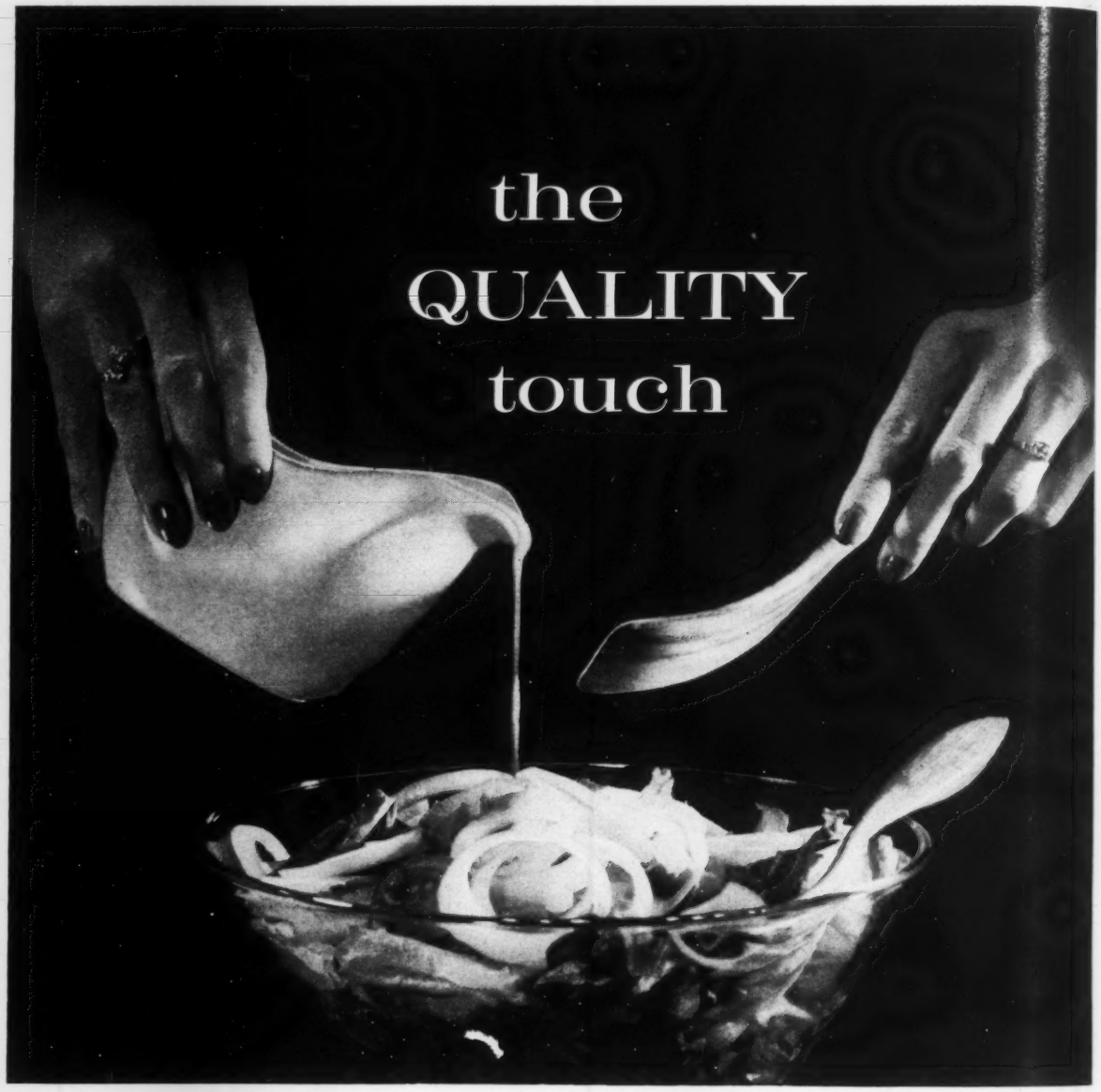
Finally, a dairy in California, the Golden State Co., asked us to sponsor its new vitamin D milk. Two weeks later there were 8,000 write-in replies. The Housewives' Protective League was in business.

Today, HPL is in 8 major markets, delivers 3,736,000 listener impressions weekly.* It is, probably, the most sales-effective program in the history of radio. **Pulse, Inc.*

HPL has worked hard to make this marriage a success. To this day, each HPL product is checked thoroughly before it's accepted for sponsorship. For listeners, an HPL approval is like a personal endorsement. They hear. They believe. And they buy. It's an audience of completely trusting housewives. That's the way we wanted it. That's the way it is. (Where else can you find a locally originating program that has endured for so long?)

If there is a program format that yields better results, we'd like to know about it.** Until then, you are invited to join us for another 25 prosperous years. ***We've just reproduced 80 thank-you notes, all with 1959 datelines. May we show you a copy?*


THE HOUSEWIVES'
PROTECTIVE LEAGUE
"The Program That
Sponsors the Product"
HPL
Represented by CBS Radio Spot Sales
WEEI, Boston; WBBM, Chicago.
KNX, Los Angeles; WCBS, New York,
WCAU, Philadelphia;
KMOX, St Louis; KCBS, San Francisco,
WTOP, Washington, D.C.



The secret to a crisp and succulent salad lies in the dressing, as any famous chef or proud housewife will tell you. That special ingredient is the key to fame. And when it comes to whetting the appetite of advertisers, there is nothing like that "quality" ingredient which plays such an important role in the operation of today's better radio and television stations!

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 24, 1959

Vol. 57 No. 8

A $50 MILLION QUESTION OF TASTE

Personal products advertising: new target for tv code enforcement

The NAB Tv Code Review Board is going after big game—personal product advertisers who spend $50 million a year on television.

Entering a new phase of its air-cleansing campaign, the board is seeking the support of organized advertising, The American Assn. of Advertising Agencies, Assn. of National Advertisers and Advertising Federation of America.

Several months of intensive monitoring and study will culminate next month in a code board strategy meeting in New York. The tentative date is Sept. 15, with a three-man subcommittee meeting the day before.

NAB code and staff personnel have been holding a series of summer conferences with officials of the three advertising associations. The objective is educational support from their headquarters, with members kept apprised of NAB code actions and provided with guides to adherence.

A Long Campaign • The personal products drive follows a 2½-year get-tough campaign that led last spring to removal of roughly 30 tv stations from the list of code subscribers. These stations either resigned because they wouldn't give up the Preparation H account, a hemorrhoid remedy of American Home Products (Whitehall Labs.), or were deprived of their seals by the code board after approval by the top NAB Tv Board of Directors (BROADCASTING, June 22). Ted Bates Inc., New York, is Preparation H agency.

The Preparation H drive was described as successful in ridding the NAB code structure of stations that wouldn't give up their portions of this $1 million television business.

It apparently had no effect, however, on the amount of Preparation H television billings, the size of the station list or the tone of commercial appeals for the product. At the weekend Whitehall was said to be placing Preparation H commercials on 145 stations. Last April the list totaled 149.

Big Game • The NAB code board is shooting at some of the biggest names in advertising as it scans a chamber-of-horrors monitoring report and the findings of the personal-product subcommittee, headed by E.K. Hartenbower, KCMO-TV Kansas City, Mo. (see box, this page).

The products involved in the subcommittee's study include items and/or commercials deemed inherently objectionable. Some are described as sexy. Among types of products are depilitories, deodorants, corn remedies, girdles, laxatives and toilet tissue.

Some of the tv sponsors in the personal products field whose products and commercials are believed under NAB perusal are Carter Products, Scott Paper Co., Northern Paper Mills, Delsey tissue (Kimberly-Clark), Phillips Milk of Magnesia (Sterling Products), Colgate-Palmolive, Revlon (Femicin), Pharmaco, Ex-Lax and Bristol-Myers.

These sponsors, and others in the field, are in a sensitive position. They are prominent in all advertising associations and they control vast sums of advertising money placed in television and other media. Besides personal products they market other brand items in the cosmetics, toiletries, paper and pharmaceutical fields.

While the NAB shooting at Preparation H hasn't cut the billings of Ted Bates agency, suggestion has been made that some advertisers might become unhappy if they figure the code board is giving them a rough time and might decide to turn their multi-million-dollar budgets into print media. Whitehall tv accounts include the important Anacin and Dristan schedules.

Membership Decline • NAB's list of code subscribers dropped from 306 (March 4) to 270 after the code and tv boards met in mid-June. The get-tough pressure of the code board reached a peak during the spring months. The code group, with tv board approval, announced June 18 it had pulled the seal from 13 stations and another 17 had resigned.

The 13 stations whose seals were taken away were given 30 days to re-

Mr. Hartenbower

Mr. McGannon

Mr. Kelley

Board of admissions • What personal products, affecting bodily appearance or functioning, are acceptable on television? Are their commercials fit for public viewing?

These problems have been studied for several months by a three-man subcommittee of the NAB Tv Code Review Board. Their mission: to report to the full code board on the state of personal-product advertising on television with a view toward a possible crack-down on products and commercials deemed offensive and in violation of the code.

Members of the subcommittee are (l to r) E. K. Hartenbower, KCMO-TV Kansas City; Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the full five-man code board, and Gaines Kelley, WFMY-TV Greensboro, N.C.

cant but the code board has never released any figures on their decisions at the end of the 30-day period.

As of the last week of August there are 272 code-subscribing tv stations and three tv networks. In addition 23 tv film production firms are affiliate members of the code.

No reason for withholding the Hartenbower subcommittee's report on personal products has been given at NAB. A public summary of the report had been anticipated this month but there was no indication at the weekend that it would be available before the Sept. 14 subcommittee meeting.

NAB's tv code faced rough going last April when about 70 tv station subscribers were reported to be defying a Preparation H ultimatum from the code board (BROADCASTING, April 27). The board survived this crisis at the cost of around 30 station subscribers. Fears that NAB might lose association members because of the code ruckus apparently didn't materialize though two or three large stations are known to have withdrawn from the association because of the code. Both NAB member and non-member tv stations are eligible to subscribe to the code.

During the Preparation H crackdown by the code board the Ted Bates agency contended there had been almost no complaints by the public about commercials for the product. A private network survey is said to have shown that only one out of eight persons asked about the commercials indicated criticism of their content.

The Official Word • The only progress report on the subcommittee study came from Mr. Hartenbower. He summarized the study as follows:

"The subcommittee believes that the television medium is ideally suited for the advertising of most personal products. The great creative ingenuity and ability of the advertising profession has developed new, dynamic and effective selling techniques for these products.

"Criticism of some of these techniques has been confined to a relatively few sponsors and commercials. To the extent that such criticism is justified, it should be the responsibility of the television industry under its traditional philosophy of self-regulation to discourage any advertising in dubious taste. More important, the industry must stimulate good taste in every way possible."

The code board's 1959-60 commercial monitoring program has been stepped up to 100,000 monitoring hours, triple the past pace, according to Mr. McGannon. Program monitoring also has been increased.

$185 MILLION SPOT RADIO YEAR?

That's the volume forecast for 1959 if present trend continues

A new surge in spot radio spending was seen last week as Radio Advertising Bureau completed its compilation of the top 50 spenders in spot radio during the first half of 1959.

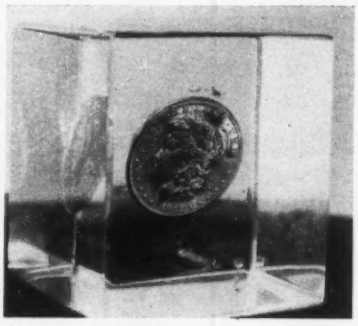
The list, being released today (Aug. 24), shows that the Big Fifty invested $44.4 million in spot radio time during the six months ended last June 30. There are no comparable figures for the same period of 1958, but RAB's first dollar-volume compilation last December placed spot spending by the top 51 advertisers at $78 million for the full-year 1958. Thus the Big Fifty this year were going at a pace well ahead of the 1958 full-year total, although this does not take seasonal fluctuations into account.

These figures, RAB stressed, are net time purchases. Most other media report in gross terms, which can exceed actual expenditures by 20% or more. The RAB figures do not include the expenses of producing and distributing commercials.

$185 Million This Year? • RAB authorities declined to project the top 50's $44.4 million to a total for all spot radio. Other sources, however, suggest that it probably came to about $90 million for the first six months of this year, compared to $84 million in the same period of 1958. These same sources expect, on the basis of sales trends to date, that spot radio volume for this year will total approximately $185 million as against $173 million for 1958.

There is little disagreement that spot radio—as a whole—slumped in the first quarter of this year. But the consensus of well-placed observers is that in the second quarter it snapped back—again, as a whole—and more than offset the first-quarter lag. Their outlook for the rest of the year is generally optimistic.

The latest top 50 list, which finds Ford Motor Co. in the role of spot radio's biggest customer for the first half of the year, is another tool for advertisers and agencies, as well as for radio salesmen, which RAB hopes will lead more money into the medium. It also represents stepped-up activity by RAB in the field of spot activity reports.



Immortal dollar • The plastic-encased silver dollar above is legendary at Ted Bates & Co., New York. It has been the copywriter's symbol for quality of the highest calibre ever since 1948 when Rosser Reeves, board chairman of Bates, gave the dollar to a startled young writer for making a magnificent copy suggestion. As years passed so did the dollar. Theodore L. Bates himself has been a three-time winner in one year. After it was retrieved from a Third Ave. saloon, the coin was embedded in plastic. It rests on the current winner's desk until another colleague is cited.

Follow the Leader • This data on the top spenders is seen as a means of showing other advertisers, smaller as well as the major competitors of the leaders, in what esteem radio salesmanship is held by the bellwethers.

Ranked just behind Ford and its $3,250,000 six-month spot radio investment in RAB's top 50 were Liggett & Myers Tobacco with $2.5 million and Reynolds Tobacco with $2.4 million. The more than $8 million represented by these three was used to push 13 different brands: Ford Motor's Ford cars, Ford trucks and Lincoln, Mercury and Edsel cars; Liggett & Myers' Oasis, L&M and Chesterfield cigarettes and Red Man chewing tobacco, and Reynolds' Camel, Winston and Salem cigarettes and Prince Albert tobacco.

In all, some 190 different products were promoted via spot radio by the top 50 advertisers.

Six Months vs. Twelve • Spot's top 10 for the first half of 1959 consisted of four tobacco companies, three automotive firms, two brewers and a toiletries marketer.

Seven of the 10 had been members of that same select group in RAB's report for 1958. Those seven and their

1958 rankings and full-year expenditures are as follows: General Motors (No. 1 in 1958 with $5.4 million), Ford (No. 2, $5 million), Reynolds Tobacco (No. 3, $4.7 million), American Tobacco (No. 4, $4.6 million), Liggett & Myers (No. 5, $2.7 million), Chrysler Corp. (No. 7, $2.3 million) and Thomas Leeming & Co. (proprietary drugs) (No. 9, $2 million).

Advertisers who dropped out of the top 10 in this year's first half were Texas Co. (No. 6 in 1958 with $2.6 million) and Lever Bros. and Standard Brands (tied for 10th in 1958 with $1.9 million each). Texaco was 13th in this year's first half with $1.1 million, Standard Brands was tied for 15th with $900,000 while Lever Bros. dropped out of the top 50. These three memberships in the top 10 club were taken over by Anheuser-Busch, P. Lorillard & Co. and Schlitz brewing.

Caution Light • It was emphasized that while these comparisons of full-year versus half-year expenditures can be illuminating they also can be misleading in some cases, because of the seasonal nature of some advertisers' spending.

Some advertisers, according to a comparison of the two reports, spent more in spot radio in the first six months of this year than in all of 1958. In the current top 10, for instance, P. Lorillard had a six-month total of $1.5 million against $1.2 million in 1958, and Schlitz beer invested $1.275 million during the first half of 1959 as against $900,000 in all of last year.

In the Big Fifty, tobacco was the leading product category: five firms accounted for $8.4 million of the first-half spending. Other leading categories: automotive $8,087,000; drugs and toiletries $7,195,000; foods $6,080,000; gas and oil $4,635,000 and beer $4,635,000.

In releasing the latest report RAB President Kevin B. Sweeney extended thanks to those elements of the business who have been cooperating by supplying data from which these studies are compiled. Sources for the six-month report were said to represent about 50% of normal national and regional spot radio dollar volume. Said Mr. Sweeney:

"Thanks to the efforts being expended by many of radio's leading time sellers, spot radio is fast becoming a 'measured' medium. In a little over a year, their excellent cooperation has made it possible for us to progress from a simple, alphabetical listing of radio's clients to reports that document accurately who's spending what among the leaders in spot radio."

SPOT RADIO'S 50 BIGGEST CLIENTS

These spent the most spot money in first half of this year

Rank	Company	Spot time expenditures January to July 1959
1.	FORD MOTOR CO.	$3,250,000
2.	LIGGETT & MYERS TOBACCO CO.	2,500,000
3.	R. J. REYNOLDS TOBACCO CO.	2,400,000
4.	GENERAL MOTORS CORP.	2,200,000
5.	CHRYSLER CORP.	2,125,000
6.	P. LORILLARD CO.	1,500,000
7.	AMERICAN TOBACCO CO.	1,450,000
8.	ANHEUSER-BUSCH, INC.	1,300,000
9.	JOSEPH SCHLITZ BREWING CO.	1,275,000
10.	THOMAS LEEMING & CO., INC.	1,250,000
11.	SINCLAIR REFINING CO.	1,200,000
12.	THE BORDEN CO.	1,125,000
13.	TEXAS CO.	1,100,000
14.	BRISTOL-MYERS CO.	1,050,000
15.*	CARLING BREWING CO.	900,000
15.*	STANDARD BRANDS, INC.	900,000
16.	FELS & CO.	850,000
17.	SHELL OIL CO.	825,000
18.	CAMPBELL SOUP CO.	800,000
19.	BENEFICIAL FINANCE CO.	775,000
20.	B. C. REMEDY CO.	765,000
21.	CHATTANOOGA MEDICINE CO.	750,000
22.	STANDARD OIL CO. (New Jersey)	700,000
23.	RALSTON PURINA CO.	685,000
24.	AMERICAN AIRLINES, INC.	650,000
25.	PLOUGH, INC.	625,000
26.	NORTHWEST AIRLINES, INC.	600,000
27.	EASTERN AIRLINES, INC.	575,000
28.	PHILIP MORRIS, INC.	550,000
29.	FIRESTONE TIRE & RUBBER CO.	540,000
30.	GENERAL FOODS CORP.	530,000
31.	CORN PRODUCTS CO.	525,000
32.	QUAKER OATS CO.	520,000
33.	MILES LABORATORIES, INC.	505,000
34.*	TETLEY TEA CO., INC.	500,000
34.*	METROPOLITAN LIFE INSURANCE CO.	500,000
34.*	STUDEBAKER-PACKARD CORP.	500,000
35.	CONTINENTAL BAKING CO.	495,000
36.	THE GILLETTE CO.	490,000
37.*	CHESEBROUGH-POND'S, INC.	450,000
37.*	STERLING DRUG, INC.	450,000
38.	PHARMACO, INC.	435,000
39.	PHARMA-CRAFT CORP., INC.	425,000
40.	SUN OIL CO.	410,000
41.	F & M SCHAEFER BREWING CO.	405,000
42.*	TRANS-WORLD AIRLINES INC.	400,000
42.*	CITIES SERVICE CO.	400,000
43.	LIEBMANN BREWERIES, INC.	380,000
44.	PABST BREWING CO.	375,000
45.	WARD BAKING CO.	360,000

* Where companies are tied, rank numbers are repeated.

NOTE: The figures shown here are totals for each company named, including all of its brands and divisions. The figures are for the first six months of 1959 as estimated by RAB on the basis of its surveys during the period, with additional validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditures for time rather than inflated "gross" figures.

"MA

P

NO.1 S

39 THRILLING FIRST-RUN
FILMED HALF-HOURS BASED ON
SAN DIEGO POLICE DEPARTMENT FILES!

ANI-HUNT"

STARRING

VICTOR JORY

CO-STARRING

PATRICK McVEY

SYNDICATED BUY of the Year!

ALREADY SOLD IN 96 MARKETS
TO MAJOR ADVERTISERS INCLUDING...

ALKA-SELTZER
Los Angeles
San Francisco
San Diego
Tucson

GENESEE BEER
Buffalo
Syracuse
Utica
Rochester
Erie
Schenectady
Watertown
Binghamton
Plattsburg

COORS BEER
Denver
Colorado Springs
Yuma
Roswell

DREWRY'S BEER
Chicago
Detroit
Indianapolis
Lansing
Davenport
Toledo
Grand Rapids
Bay City

KROGER STORES
Atlanta
Birmingham
Chattanooga

JAX BEER
New Orleans
Dallas — Fort Worth
Houston
Oklahoma City
Baton Rouge
Shreveport
Amarillo
Austin
Beaumont — Port Arthur
Corpus Christi
Midland — Odessa
San Antonio
Alexandria
Mobile

AND TOP STATIONS INCLUDING...

WCKT	— Miami
WBTV	— Charlotte
WTVI	— St. Louis
WLW-D	— Dayton
WLW-C	— Columbus
WLW-T	— Cincinnati
WATE-TV	— Knoxville
WCSC-TV	— Charleston
KERO-TV	— Bakersfield
WFLA-TV	— Tampa
KING-TV	— Seattle
WTAR-TV	— Norfolk

FOR DETAILS, CONTACT

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK • DETROIT • CHICAGO • HOUSTON • HOLLYWOOD • ATLANTA • TORONTO

TVB DISSECTS PAPER 'CIRCULATION'

Claims advertisers mislead in comparing data with tv ratings

Newspaper advertisers who accept blanket comparisons of newspaper circulation with tv's delivered circulation are being misled.

This is part of what the Television Bureau of Advertising is trying to get across in a current crusade to shake out more facts about newspapers.

TvB reminds there's a whale of a difference between a newspaper's circulation and the percentage of the "page observation" readership.

To drive home an understanding of the differences, the bureau today (Aug. 24) is taking steps to prime its members on what all the hoopala is about. Obvious reason: so that TvB's members will be informed when they talk to potential and regular advertisers.

Package and Peaks • The physical phase of this TvB drive is a "package" of material which the bureau is getting into the hands of its members. This contains a wall chart that covers more than 12 sq. ft. and a pocket-sized replica (see illustration). With these are explanatory material.

The graph shows peaks of circulation, page observation, "noted" and "read most" advertisements charted on the basis of a Daniel Starch & Staff readership rating taken last September of an issue of the *Boston Traveler*. Included in the chart is a rendition of the percentages showing up per page study, using a 100% circulation base.

With this charting, the bureau creates what it calls the grey area existing between circulation and page observation. TvB notes the lack of reportable readership above the levels of page observation indicates the risk the advertiser faces in placing his ad on any given page."

With this material, says TvB, the bureau's members can show an example "of the information that could be available in your market if the newspapers followed the lead of telecasters by providing 'ratings.' "

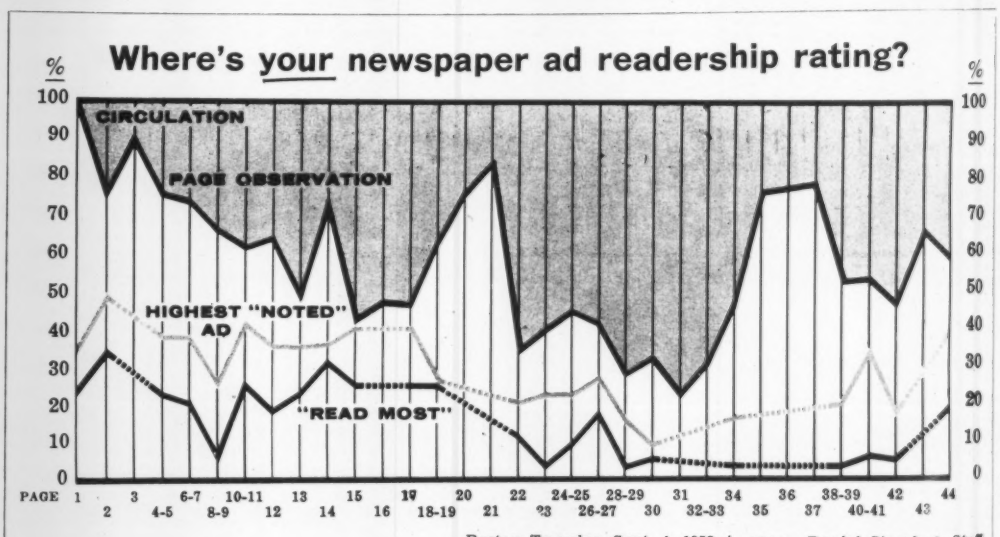
The More They Know • The bureau is doing this because it is "firm in the belief that the more advertisers know about all media the more television they will use.

"The television industry has long provided detailed measures of tv's delivered audience. Too often, however, the advertiser had had no similar information about newspapers. This newspaper lack has led to unfair delivered audience vs. circulation comparisons."

TvB says that in 1958 only 41 newspaper issues in the country were rated by Daniel Starch & Staff despite the fact that this is the "only regular readership rating available by which newspaper advertisers can see the relation of a paper's circulation to page observation and . . . to ad readership." The chart, in fact, shows the readership of one of these 41 issues rated during the entire year.

Another point made: there is a total this year of only four cities in which some newspapers are Starch-rated. In addition to the *Traveler* in Boston whose Sept. 4, 1958, rated issue forms the basis of the chart, the other newspapers mentioned are *Tribune* and *Daily News* in Chicago; the *World Telegram, Daily Mirror* and *Daily News* in New York and the *Inquirer* in Philadelphia.

The intriguing material supplied by TvB, however, is the wall graph. It visually (and clearly) pegs page readership. A photograph of each of the newspaper's pages studied by Starch has been reduced in scale and reproduced under the chart and put in its correct place. In effect, the chart shows that no single page of the paper except



Boston-Traveler, Sept. 4, 1958 / source: Daniel Starch & Staff

How the Starch surveys work • The service interviews 300 people, 150 men and 150 women. The person interviewed is shown the issue under study. If the respondent saw the issue, he is classified as a "reader" of the paper.

The "reader" is then taken through the issue page by page and is asked, as the interviewer turns to each page, if he saw anything on it. This is "page observation."

The interviewer points to an ad on the page and asks the reader if he remembers seeing the ad—the paper is always kept open—and if the reader answers in the affirmative, he becomes an ad "noter." If the "noter" read 50% or more of the reading matter in the advertisement, this action contributes to the "read most" rating.

This is what the Television Bureau of Advertising has to say about the Starch rating: TvB explains that it's "the only regular readership rating available by which newspaper advertisers can see the relation of a paper's circulation to page observation and, most importantly, to ad readership."

SCREEN GEMS

is proud to announce
that this year's
"EMMY" AWARD WINNING
"BEST DRAMATIC SERIES"
(HALF-HOUR OR LESS)
is now available for
local and regional advertisers...

MICKEY ROONEY *in*
"Eddie"

PAUL DOUGLAS *in*
"The Chain and the River"

EDDIE ALBERT *in*
"Lazarus Walks Again"

THE *Award* THEATRE

A distinguished series of 39 filmed half-hours telecast on the NBC Network as the "ALCOA-GOODYEAR THEATRE"

Only once in many a year is a series of this unusually high caliber made available for local and regional sponsorship.

The stars include such favorites as Kim Hunter, Keith Andes, James Mason, Nancy Kelly, Gig Young, John Kerr, Edward G. Robinson, Keenan Wynn, Cornel Wilde, Tony Randall, Janet Blair, Richard Kiley, Gary Merrill, Ray Milland, Lew Ayres.

The roster of writers is equally impressive, including Paul Monash, Stirling Silliphant and this year's "Emmy" winners Alfred Brenner and Ken Hughes.

Alcoa and Goodyear were the sponsors of this highly rated NBC network series, and both have renewed their sponsorship for the coming season.

If you are looking for a prestige series with proven success... look no further... *this is it!*

FOR DETAILS, CONTACT

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

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page one has 100% "circulation" and even the latter was below several other pages in the percentage or share of "observation."

Printed on this chart are some TvB comments which serve to elbow newspaper ad people in the ribs. For example: "The Boston *Traveler* regularly runs ads on page one. While this is the only page with 100% observation, the two-color ad (360 lines) received only 35% noting."

Again: "The best noted ad in the entire issue was 1,400 lines for the anniversary sale of a local department store. It was also the ad read most. Even though reaching less than half the readers (and a third read most), this indicates the advantages of position and men and women appeal."

In another instance, the bureau takes cognizance of a peak in page observation (page 21) with this cryptic remark: "Photo page. No ads."

TvB in commenting on a dip in the "highest noted" chart line: 'A large space automobile ad—the only ad on the page—in the sports section rates among the lowest on the chart." A page with a fairly high peak in observation has this TvB explanation:

"Comics."

RCA, SYLVANIA SWAP AGENCIES

JWT surprises, picks up RCA; Sylvania places account with Kudner

A major agency switch by electronics firms RCA and Sylvania Electric Products Inc. topped the news along Madison Avenue last week. RCA's uncoupling was with Kenyon & Eckhardt, while Sylvania leaves J. Walter Thompson.

Both companies bill well into the millions. RCA is a $12 million account and last year invested an estimated $9 million (including time, talent and production) in network tv alone.

The annual advertising expenditure at Sylvania comes to some $5 million. Sylvania has been in network advertiser ranks, through not committed to a schedule at present:

RCA, a day after it had announced the K&E termination, formally announced JWT would be its new agency starting at the first of the year, thus renewing an old association. Sylvania already had named Kudner Agency as its servicer (Sylvania had been with JWT for five years). This brings the "score" among the agencies to a theoretical $7 million billing gain for J. Walter Thompson, a $5 million boost for Kudner and a $12 million drop for Kenyon & Eckhardt. These summations are in theory only because the changes become effective at the end of the year. Ad budgets of course may change and any one of the three agencies' account strengths modified by then.

Surprise Switch • Account switches of this magnitude usually catch the advertising fratenity by surprise. Last week's developments were no exception.

The RCA action in particular was puzzling. RCA and K&E officially attributed the termination to "differences of opinion on marketing philosophy." The actual RCA business that shifts from K&E includes tv and radio shows, the TV Receiver Division, Radio and Victrola Division, merchandising, international and corporate (Grey Adv. handles other RCA business).

About six years ago, all of the RCA

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending July 26

TOTAL AUDIENCE †

Rank	No. homes (000)
1. Gunsmoke	14,552
2. Wagon Train	14,374
3. Have Gun, Will Travel	12,282
4. 77 Sunset Strip	11,882
5. I've Got a Secret	11,303
6. Rifleman	10,369
7. Peter Gunn	10,280
8. Millionaire	9,968
9. Desilu Playhouse	9,790
10. Walt Disney	9,746

Rank	% homes*
1. Gunsmoke	33.3
2. Wagon Train	32.9
3. 77 Sunset Strip	28.3
4. Have Gun, Will Travel	28.2
5. I've Got a Secret	25.8
6. Rifleman	24.1
7. Peter Gunn	23.4
8. Desilu Playhouse	23.3
9. Millionaire	23.0
10. U. S. Steel Hour	22.7

AVERAGE AUDIENCE ‡

Rank	% homes* (000)
1. Gunsmoke	13,528
2. Have Gun, Will Travel	11,481
3. Wagon Train	10,636
4. I've Got a Secret	10,057
5. Rifleman	9,390
6. Peter Gunn	9,256
7. 77 Sunset Strip	9,078
8. Millionaire	8,856
9. Best of Groucho	8,455
10. Wanted, Dead or Alive	8,322

Rank	% homes*
1. Gunsmoke	31.0
2. Have Gun, Will Travel	26.3
3. Wagon Train	24.3
4. I've Got a Secret	22.9
5. Rifleman	21.9
6. 77 Sunset Strip	21.7
7. Peter Gunn	21.1
8. Millionaire	20.4
9. Desilu Playhouse	19.5
10. Best of Groucho	19.3

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

Best of Groucho (NBC-178): Lever (BBDO), Toni Co. (North), alternate Thur. 10-10:30 p.m.

Desilu Playhouse (CBS-121): Westinghouse (M-E), Mon. 10-11 p.m.

Walt Disney (ABC-173): Hills Bros. Coffee (Ayer), Hudson Pulp & Paper (NC&K), Reynolds Metal Co. (L&N and Clinton Frank) Fri. 8-9 p.m.

Peter Gunn (NBC-182): Bristol Myers (DCS&S), Mon. 9-9:30 p.m.

Gunsmoke (CBS-194): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-172): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

I've Got a Secret (CBS-194): R. J. Reynolds (ESTY), Wed. 9:30-10 p.m.

Millionaire (CBS-167): Colgate-Palmolive (Bates), Wed. 9-9:30 p.m.

Rifleman (ABC-137): Miles Labs (Wade), Procter & Gamble (B&B), Ralston Purina (Gardner). Tues. 9-9:30 p.m.

77 Sunset Strip (ABC-137): American Chicle, Whitehall and Carter products (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

U.S. Steel Hour (CBS-127) U.S. Steel Corp. (BBDO), Wed. 10-11.

Wagon Train (NBC-178): R. J. Reynolds (Esty), National Biscuit Co. (M-E), Ford, (JWT), Wed. 7:30-8:30 p.m.

Wanted, Dead or Alive (CBS-187): Brown & Williamson (Bates), Bristol Myers (Y&R), Sat. 8:30-9 p.m.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week August 13-19 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Aug. 13	Masquerade Party (10.30 p.m.)	NBC-TV	15.9
Fri., Aug. 14	Line Up (10 p.m.)	CBS-TV	12.6
Sat., Aug. 15	Gunsmoke (10 p.m.)	CBS-TV	16.8
Sun., Aug. 16	Ransom of Red Chief (10 p.m.)	NBC-TV	15.8
Mon., Aug. 17	Peter Gunn (9 p.m.)	NBC-TV	16.3
Tue., Aug. 18	Rifleman (9 p.m.)	ABC-TV	15.3
Wed., Aug. 19	I've Got a Secret (9:30 p.m.)	CBS-TV	14.9

Copyright 1959 American Research Bureau

SHOWMAN WITH A SENSE OF VALUE WILL IAM SHAKESPEARE

William Shakespeare understood people. "The play's the thing" . . . and his plays transmuted the values of his time into a living image of his world, valid for all time. William Shakespeare sold the world of Elizabeth I to all of history. A great showman . . . but above all, a great salesman. The Show's the Thing at WRIT . . . creative showmanship directed toward presenting the value of your products, services and ideas with impact to the greatest possible audience. Our people are showmen in presenting the News and Music, *and your message* . . . and salesmen in every creative presentation to our audience—your market. In Milwaukee, WRIT transmutes the values of our time into creative selling messages for you. Above all, WRIT is a salesman.

WRIT

Buy RADIO when you buy media. Buy BALABAN when you buy radio. Buy WRIT when you buy Milwaukee and you BUY the people who BUY

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

THE BALABAN STATIONS
in tempo with the times
John F. Box, Jr., Managing Director
Bernie Strachota, General Manager
Sold Nationally by Robert E. Eastman

business was at J. Walter Thompson. But this was split between K&E and Grey with the former agency receiving the high-budgeting broadcast portion. (Al Paul Lefton, Philadelphia, also shares in RCA advertising).

The official notification of the RCA-K&E split treated it as "amicable" while pointing up "differences in marketing philosophy." It also took pains to emphasize K&E's advertising record with RCA:

"Ralston H. Coffin, RCA vice president-advertising, in commenting on the six-year relationship took the occasion to compliment K&E on the creative excellence of its work on the account."

RCA's Specs • He cited, among other accomplishments, the agency's pioneering in the creation of "spectaculars in print, as well as its leadership in the sponsorship of television spectaculars," the formal notice continued. The RCA-sponsored spectaculars under K&E's aegis included *Peter Pan, Producers' Showcase* and the original hour-long Perry Como vehicle, all on NBC-TV, an RCA subsidiary.

Said Mr. Coffin: "As a matter of fact, K&E's advertising for us has consistently outperformed the industry according to independent measuring services for both print and broadcast."

In announcing the J. Walter Thompson appointment, Mr. Coffin mentioned JWT's international set up calling facilities there "outstanding." He recalled that JWT handled RCA advertising for 11 years before the firm switched to K&E.

The Sylvania switch was the more obvious of the two. Sylvania last February merged with General Telephone Co. to become General Telephone & Electronics Co. with Sylvania now a subsidiary. Kudner has served General Telephone.

A decided pleasure pervaded the Kudner Agency hard pressed since the triple-run on billing suffered last year with the departure of Buick Div. of General Motors, GM's Frigidaire Div. and finally GM's Truck and Coach Division.

These losses brought Kudner to a low ebb of $18 million in annual billing last fall for an agency formerly in a more substantial class and with rank among the top 50 in radio-tv. Last year, Kudner failed to place in the listing. The agency's total account billing now is estimated at $26-27 million (including Sylvania). Other Kudner gains were scored with International Hotels Division of Pan American Airlines, Arnold Bakeries, Colorforms and additional business from National Distillers.

MGM RADIO BOX-OFFICE TEST

Budget for top markets hangs on results

Motion picture radio advertising is old shoe. But Metro-Goldwyn-Mayer is about to apply a new shine.

If the medium pulls hard enough at the box office, MGM, it's learned, is ready to commit itself to a 10-picture per year package plan. This would include support via saturation spot radio campaigns in top markets for each of the 10 features. In return, stations would pledge themselves to go all out in promoting the picture.

The "master plan" came to light last week as MGM placed its current spot radio campaign into high gear behind the new comedy release, "It Started With a Kiss," co-starring Glenn Ford and Debbie Reynolds.

Radio Spectacular • MGM says it is launching "Kiss" with the "first national radio spectacular." Translated into broadcast terms, the "spectacular" is a saturation campaign running on 36 independent radio stations in 31 key markets using a basic minimum of 126 announcements on each station. The frequency amounts to at least one spot each hour from six in the morning to midnight from the Monday before the picture's opening through the first Sunday following.

The campaign was reported underway last week in New York and in Cincinnati and MGM suggested it may be setting a precedent for other industries to follow. The motion picture firm's campaign, according to MGM estimates, will reach more than 70% of the radio listeners in the U.S. (which, according to a radio industry source, would be over 100 million people).

The package-type saturation plan was developed by three companies working together: MGM (advertising-publicity), John Blair & Co., station representative, and Donahue & Coe, MGM's agency.

What was not revealed in MGM's announcement:

The current campaign is a test or "try out" advertising program. By using comparable or matched markets (that is, Market A is known to pull approximately the same at the box office as Market B for a specific feature) and running radio in one but not the other, MGM can compare results.

If the plan then appears acceptable, MGM is of a mind to go ahead on the 10-picture per year basis.

A Departure • Regardless of the outcome, the trial campaign itself is already a departure in this major respect: most motion picture companies shy away from actual national advertising campaigns on radio, preferring locally-originated advertising (via theatres on a purely local or co-op basis) or at best a selected market-by-market push for a single movie.

A sparkplug in the campaign is the station's "full promotional support" which MGM has as part of the deal.

Each station programs its structure to utilize a substantial number of announcements tied-in with weather reports, traffic bulletins, sports news, women's service shows and "similar broadcasts." But where the promotional effort comes: stations' disc jockeys and other personalities "adopt the picture and sell it personally to their listeners." Each station, in addition, creates its own contests and promotion.

MGM anticipates the question of "why hasn't it been done before," saying:

"This flexibility solves a problem that has long plagued motion picture companies who wanted to buy national broadcasting time. With various opening dates—dates liable to change—they could not commit the same dates and times for all cities."

For "It Started With a Kiss," most opening dates are set the week before Labor Day.

Taking part in the spectacular: WHB Kansas City; KFWB and KHJ Los Angeles; WAKY Louisville; WQAM Miami; WDGY Minneapolis-St. Paul; WDSU New Orleans; WGH Norfolk; WFIL Philadelphia; WWSW Pittsburgh; KGW Portland, Ore.; WPRO Providence; KXOK St. Louis; KGO and KSFO San Francisco; WABC, WMGM and WINS New York; WFBR Baltimore; WHDH Boston; WLS and WJJD Chicago; WCPO Cincinnati; KLIF Dallas; KFJZ Fort Worth; KTLN Denver; WXYZ Detroit; KLIT Houston; WIBC Indianapolis; KOMO Seattle; WWDC Washington; WHK Cleveland; WKBW Buffalo; WOKY Milwaukee; KCBQ San Diego; WAKE Atlanta.

Seattle agency in NYC

Miller, Mackay, Hoeck & Hartung Inc., Seattle, plans to open a subsidiary in New York Sept. 1. The branch will assume all timebuying functions and account servicing for Bardahl Lubriants Inc. of Boston and New York.

Joseph Scanlan will manage the New York office, which will be located at 527 Madison Ave. (phone: Plaza 3-5141). Mr. Scanlan will also direct eastern activites of other western accounts serviced by the agency.

NOTRE DAME FOOTBALL

"COUP OF THE YEAR"

"COMPLETELY SOLD OUT"

eal first!—the full games of the colorful 59 Notre Dame schedule Sunday programming your station—by ole, video tape or gh-quality kinescope.

r a weekly one-hour sports spectacular with ilt-in audience and onsor appeal—

Telephone CE 8-7171

WTPA TELEVISION Channel 27 3235 HOFFMAN STREET ● HARRISBURG, PA

August 14, 1959

Mr. Phil R. Curran
Assistant Director, Client Relations
United Press International
News Building
New York, New York

Dear Phil:

Congratulations!

I think you have scored the sports programming coup of the year with Notre Dame Football.

And not only in the audience sense but at the sales level as well.

A month or more ago when we signed for the series, we were highly confident that it was smart programming at a time on Sunday afternoon when there is absolutely no competition, but there was the considerable risk that the weekly games could be sold on a local level.

Now, well over a month before the first kickoff, the series is completely sold out. (An oil company, car dealer, dairy, etc.) Surely this allays speculation that interest would diminish when the score was known beforehand. So who cares what the score is - people want to see good college football and Notre Dame is traditionally best. If they lost - how - and if they win - how did the plays go?

We are tremendously enthused about our potential audience and have already started on the air and print promotion. The ARB should look like a track meet.

Many thanks for your great cooperation.

Warmest personal regards.

Cordially,

Don

Donald D. Wear
General Manager

KEY STATION IN CENTRAL PENNSYLVANIA FOR THE ABC TELEVISION NETWORK

Contact:

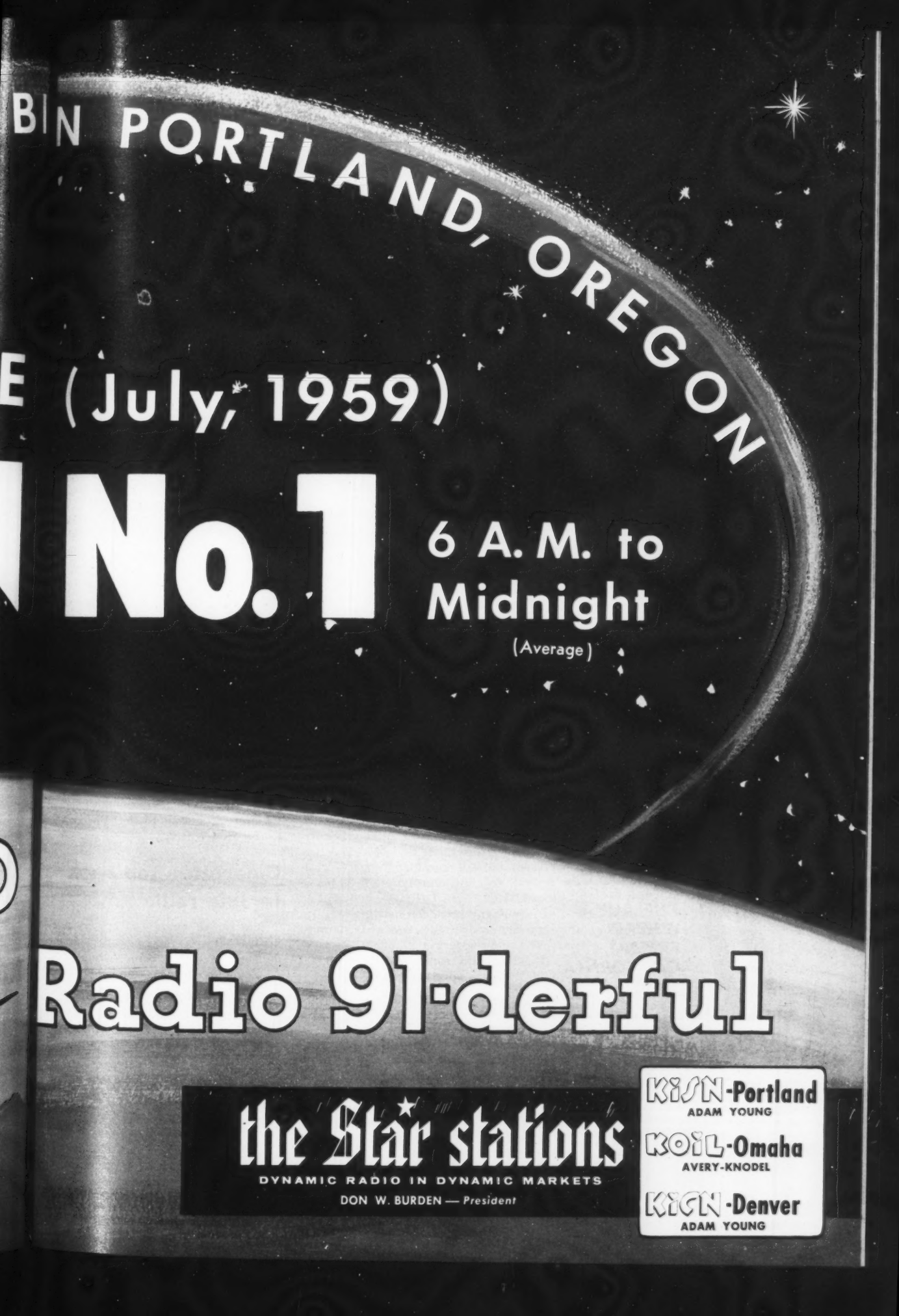
Sales Department

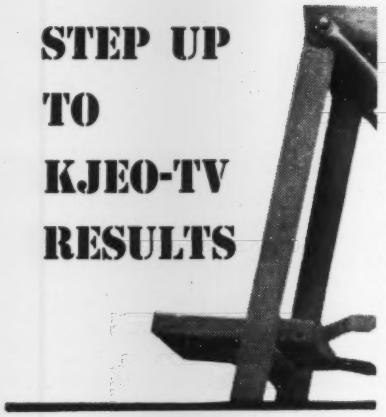
United Press International

220 East 42nd St., New York 17, N.Y. Telephone: MUrray Hill 2-0400

(Produced by NEWSPIX, Inc.)

the Star station
IS IN ORBIT
PULSE
KISN
PORTLAND
Loves
See Adam Young or chat with
General Manager Charles Vais


BIN PORTLAND, OREGON
E (July, 1959)
No. 1
6 A.M. to
Midnight
(Average)
Radio 91-derful
the Star stations
DYNAMIC RADIO IN DYNAMIC MARKETS
DON W. BURDEN — President
KISN-Portland
ADAM YOUNG
KOIL-Omaha
AVERY-KNODEL
KIGN-Denver
ADAM YOUNG



Insist your FRESNO, CALIFORNIA time buys get KJEO's added viewership . . .

—Where nearly 40% of this 3-Station Market's top shows, network and non-network, are KJEO's!

—Of the top 16 Syndicated Shows, 10 are KJEO's!

—Of the top 10 Movie Shows, 8 are KJEO's!

Source: July 1959 Nielsen

And your H-R representative will show you, the results you get on KJEO are at rates right with the lowest in the area. See him now for top availabilities.

THE BUY— WHERE FRESNO, CALIFORNIA BUYS—IS

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm— Commercial Manager
See your H-R representative H-R

SHELL'S BUDGET

Plans southern radio-tv ad expansion

Shell Oil Co., spending over half its $1.25 million southeastern budget in broadcast media, plans to expand its radio-tv coverage this autumn, two state associations were told last week.

Addressing meetings of Georgia Assn. of Broadcasters, Jekyll Island (Aug. 17-18) and South Carolina Broadcasters Assn. at Myrtle Beach (Aug. 20-22), R.C. Higginbotham, Shell's Atlanta Div. advertising manager, explained how the company delivers its message to the adult male audience.

Shell's broadcast schedule is divided into two segments, he said, company-bought radio-tv and co-op time. These are designed to reach men because of their interest in technical aspects of petroleum products such as octane rating.

Mr. Higginbotham said Shell's fall schedule will add football games of the Cleveland Browns on an ABC-TV southeastern hookup of 13 or 14 stations plus playbacks of Georgia Tech games in Atlanta. Shell's Atlanta division covers South Carolina, Georgia, Florida and Tennessee (except Memphis). Sunday night news will be added to strip schedules.

Influencing Factors • The radio-tv purchases of Shell are influenced by four factors, he explained. First, the special problem, with strip programming for general advertising and spot for special promotions where saturation, wide range of audience and flexibility are desired.

Second, he said, the company is aiming mostly at the adult male audience. Third factor is the desire for close association with the community. Sports and local newscasts fit into this desire. Finally, Shell considers budget, cost-per-1,000 and the type of audience available.

Company broadcasting programs are carried on one radio and 13 tv stations. The co-op advertising, on a 50-50 basis, is 95% radio, running about $200,000 of the total advertising fund.

The Shell southeastern broadcast budget is split roughly one-third radio and two-thirds tv.

Co-op Budget Unspent • Mr. Higginbotham said the company co-op fund wound up the calendar year 1958 with $50,000 unspent. This would have meant $100,000 in station time under the 50-50 plan, he said, tracing the unspent money to the failure of station managers to do a selling job on Shell jobbers and dealers.

The 120 Shell jobbers often find tv too expensive, he said, but they like radio news and sports. Lunchtime programs are popular because many men have lunch at home in rural areas and small towns. The co-op schedule includes 94 radio and four tv stations.

Addison Terry, Atlanta economist, told the Georgia association radio has changed from an entertainment to a service medium and is listened to by individuals rather than groups. He urged broadcasters to stop selling "time" and to start selling merchandising plans, ideas and service. He said tv rather than radio is a form of group entertainment today.

For newly-elected officers of GAB, see FATES & FORTUNES, page 78.

Soap operas can sell hair shampoo, too

Television's daytime soap operas are the best programs for advertising women's hair care products, according to The Pulse Inc., New York. Pulse last week reported on its survey of last March when 100,000 families were questioned in their homes about their viewing habits and purchases of these products.

The daytime soap operas were found to be doing a far better job than other program categories of attracting women over the age of 13 who purchase shampoos, the most used product. Fewer women buy hair spray and fewer still buy home permanents, the report stated.

Television as an advertising medium, in all of its programming, tends to catch an above-average proportion of women who buy home permanents, the soap operas being particularly effective. Hair sprays score about the same in all daytime categories, while nighttime musical shows and dramas hold the most appeal for users of all hair products, according to the Pulse analysis.

Cigarettes top pack In July radio time

The smoke among advertisers placing as network radio's leaders in the mid-July reckoning came naturally: R. J. Reynolds Tobacco and Liggett & Myers Tobacco were in top place respectively in homes reached and in total commercial minutes delivered.

The two cigarette firms played follow the leader in each category, L&M recording a close second to Reynolds in homes reached and Reynolds receiving the second-place honors in back of Liggett & Myers in total commercial minutes delivered.

The byplay of the cigarette makers was reported by A.C. Nielsen Co. in its regular report on network radio's leading advertisers. This report covered

If you want to really SELL your product in the big San Antonio market, then folks will start taking their hands out of their pockets when you tell 'em about it on KITE.

Air-salesmanship that uses men and no boys and plenty of good, lively music and award-winning news, is only part of the reason we have most of the local advertisers and best-known national brand advertisers. The rest lies in point-of-sale approach, with supermarket and in-store merchandising and plenty of supplementary promotion that take your product out of the ho-hum class and make it another winner in Texas. And this isn't conversation . . . it's *action—brand-action* by KITE. Prove it to yourself.

We take pleasure in announcing new representation that makes it as easy and efficient for you to reach us as it is for us to reach out and win customers for you.

NOW REPRESENTED BY:

ADAM YOUNG
NATIONALLY

CLARKE BROWN REGIONALLY

Adults of all ages listen to the music station . . .

KITE

930 ON YOUR DIAL

5,000 WATTS

One of 6 Connie B. Gay Radio Stations

The Land of Promise

To your left you see five reasons why Central Ohio is called the land of promise. There are 168,000 others aged thirteen to nineteen. You can't help but admire the way they put first things first.

Our hostess here is as familiar with serving meals to hospital patients as she is with passing out soft drinks. She's a nurse's aide. The relaxed chap on the rug is the proprietor of a busy enterprise employing two boys and three power mowers.

But responsibilities haven't taken the wonderful fun out of growing up in Central Ohio where WBNS-TV was born and raised. There's a healthy amount of Huck Finn in our Olentangy River and Hoover Reservoir kids, and nearly every evening the gang gets together for treats and television.

WBNS-TV is happy to provide the entertainment. Catering to their programming tastes is very simple. Teenagers like what adults like—a balance of homegrown showmanship and CBS network. Their letters tell us we're "with it" all the way.

They're with *us*, too. For instance, more than 65,223 Central Ohio youngsters have enrolled in the "Learn to Swim" program sponsored by WBNS-TV in cooperation with the Red Cross. The course, which runs from Pollywog to Senior Life Saver, is now in its tenth season.

Response such as this is typical of the enthusiasm and *joie de vivre* of our youngsters. It's another reason why advertising agency time buyers tell sales-minded clients: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio

The nation's No. 1 TV test market station.
Represented by Blair TV. 316 kw.

"... Betty Clarke is a marvelous sales woman to produce the results she did during a short-term campaign. And, three weeks later, we wonder when we will stop getting direct results."

Woman-to-woman is the best way to sell women. That's how WFDF's Betty Clarke does it on her daily PARTY LINE show from 2:00 - 2:30 P.M. For proof of success, check the quote from Mr. John Cole, Director Radio-TV for THE BUCHEN COMPANY, Chicago. He refers to a FAMO Recipe Booklet offer made during June that continued to draw mail response almost a month after the schedule ended. He adds, "of course we're delighted" and "slightly amazed."

These "amazing" results are not unusual for Betty's sponsors. They are, in fact, her stock-in-trade. That's why, we say, "if what you sell appeals to women, get on the PARTY LINE for direct sales now."

The Katz Agency can give you a full account of how Betty's listeners use on-the-air phone calls for lively question and answer sessions on household problems. And the Katz man can also tell you about the limited availabilities for Fall. We suggest you call early.

WFDF

5 KW at 910 on the dial for Flint and all of Northeast Michigan.

Represented nationally by the KATZ Agency.

the four-week period ending on July 12.

Third and fourth places were filled in both categories by Midas Inc. and Ex-Lax Inc., the latter placing ahead of Midas in homes reached.

The report follows:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Reynolds, R. J., Tobacco	333	136,500
2	Liggett & Myers Tobacco	380	129,128
3	Ex-Lax	230	103,715
4	Midas	189	103,216
5	General Foods Corp.	174	90,255
6	Shulton	131	81,896
7	Lewis Howe	145	74,969
8	Time Inc.	143	68,552
9	California Packing Corp.	108	57,567
10	Brown & Williamson Tobacco	85	47,921
11	American Tel. & Tel.	156	46,142
12	Stewart-Warner Corp.	69	42,433
13	Socony Mobil Oil Co.	130	41,595
14	Pan-Amer. Coffee Bureau	97	39,069
15	Bristol-Myers Co.	53	38,133
16	Chevrolet-Gen. Motors	92	37,835
17	Hudson Vitamin Products	118	37,193
18	Mutual Benefit of Omaha	63	34,526
19	Automotive-Amer. Motors	88	31,752
20	General Mills	88	31,752

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Liggett & Myers Tobacco	286	91,362
2	Reynolds, R. J., Tobacco	213	80,880
3	Midas	142	72,899
4	Ex-Lax	154	64,425
5	Shulton	104	64,228
6	Lewis Howe Co.	109	52,864
7	General Foods Corp.	83	42,323
8	California Packing Corp.	82	41,381
9	Chevrolet-Gen. Motors	91	38,264
10	Brown & Williamson Tobacco	64	33,514
11	United Motors-G. Motors	68	33,175
12	Hudson Vitamin Products	114	32,218
13	Bristol-Myers	48	32,193
14	Wrigley, Wm., Jr. Co.	60	31,458
15	Mutual Benefit of Omaha	65	30,386
16	Staley, A. E., Mfg.	67	30,378
17	American Tel. & Tel.	92	26,720
18	Firestone Tire & Rubber	40	24,678
19	Stewart-Warner Corp.	43	23,431
20	Automotive-Amer. Motors	66	22,362

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.

Copyright 1959 by A. C. Nielsen Co.

U.S. Steel planning Christmas promotion

Hot August is when Operation Snowflake takes up the planning time and effort of U.S. Steel Corp. and its agency, BBDO (Pittsburgh office).

And typically, the agency last week reminded media people that the sixth straight year of promoting major appliances as Christmas gifts starts Nov. 16.

What OS does and has been doing each year is this: it unites efforts of manufacturers, distributors, retailers, trade associations, utilities, and financial institutions to win a share of the "year's biggest spending season" for such appliances as ranges, refrigerators, freezers, washers, dryers, dish washers, water heaters and cabinet sinks.

Operation Snowflake in the past has been used as a doorway to opening up local advertising support.

As in other years, radio and television figure prominently in the operation's strategy. At the consumer level, nighttime and daytime network tv will be used.

An interesting phase this year will be coordination of Operation Snowflake with major fall promotions of the American Gas Assn., the International Assn. of Electrical Leagues and the Edison Electric Institute.

Selling aids will be provided to media. For stations, these consist of tie-in kits. Last year 731 radio and 65 tv stations took part.

• Business briefly

Time sales

• Regina Corp., Rahway, N.J., for its twin-brush rug cleaners and Electrikbroom, lightweight vacuum cleaner, will enter spot tv for the first time this fall. Agency for the seasonal campaign is Mogul Lewin Williams & Saylor, N.Y.

• General Petroleum, L.A., has purchased quarter sponsorship of the NCAA football schedule on the NBC-TV western network this fall. The sponsorship covers 17 stations in California, Nevada, Washington and Oregon.

Agency appointments

• Josiah Wedgwood & Sons, N.Y., Division of the London-based company (Wedgwood china), appoints Doyle Dane Bernbach, N.Y. DDB reports a "greatly expanded" advertising-merchandising program for 1960. The account bills about $250,000.

• State Auto Insurance Assn. and Statesman Insurance Co., both Indianapolis, appoint Paul Lennon Adv. there.

• Pentron Corp. (tape recording equipment, accessories), Chicago, appoints Garfield-Lynn & Co., same city.

• Farm House Frozen Pies Div., Connecticut Pie Baking Co., Wethersfield, Conn., names Smith/Greenland Inc., N.Y.

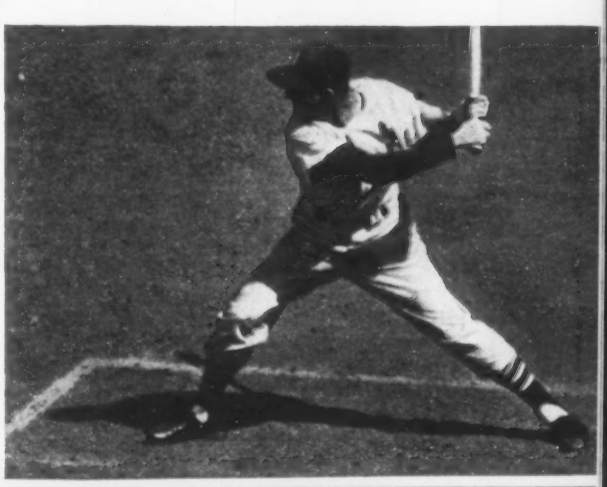
• Also in advertising

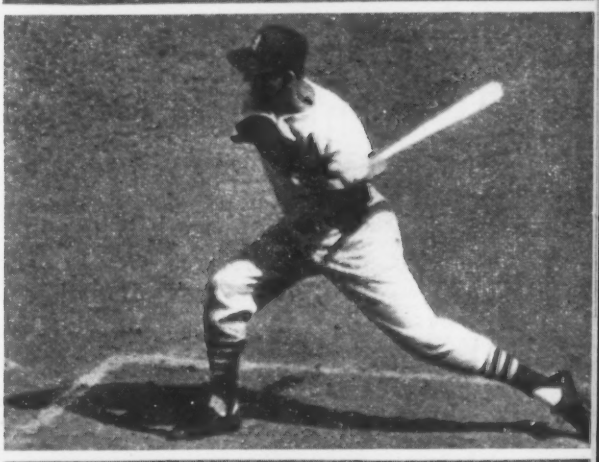
• Jepson-Murray Adv. Inc., has moved to 601 Townsend St., Lansing 33, Mich. Telephone: Ivanhoe 2-6284.

• Charles O. Puffer Co., Chicago advertising and public relations firm, has moved from 430 N. Michigan Ave., to 155 E. Ohio, same city.

("MUSIAL BELTS
KAZUHISA 'SUPERMAN'
INAO'S PITCH
6000 MILES!")

ミュージル稲尾の速球を猛打





–It came in low and inside over home plate at Korakuen Stadium, Tokyo. And they heard the bat crack in St. Louis! With the Cards on their history-making Far East goodwill tour was former pro catcher Joe Garagiola, now on the sports staff of KMOX Radio.

Joe not only described the games—played against an all-star Japanese team last fall—but followed the Cards from the locker room to the great Kamakura Buddha. In St. Louis, listeners heard outfielder Bobby Gene Smith singing (almost) "Chattanooga Shoe Shine Boy" before a Japanese audience, the Japanese responding (valiantly) with "Shattanooga Soo Sine Boysan," and a not unexpected report from Peiping Radio that an "imperialistic baseball club was exploiting the Orient."

KMOX was the first station in the U.S. to broadcast a complete baseball game played outside North America. It was immensely popular. St. Louisans heard such dignitaries as Secretary of State Christian Herter, Japan's Prime Minister Kishi and South Korea's President Rhee applaud the tour and KMOX's service to international relations in presenting it on radio.

The broadcasts revealed, too, how public service programming—when conceived in human, dramatic terms—can become a vital expression of a station's personality. It demonstrated once again that "The Voice of St. Louis" is more than a slogan; it's a fact. KMOX cares about St. Louis. Listeners know it...appreciate it.

What is true of KMOX is true of all the CBS-Owned Radio Stations: By virtue of their public interest, they have made themselves indispensable to their cities' daily life. In each of seven great markets, the C-O has become so involved in the people's entertainment, information and welfare, that it is unqualifiedly regarded as *the* station.

It is hardly necessary to point out that to the degree a station succeeds, so do its sponsors.

Represented by CBS Radio Spot Sales

WEEI, Boston; WBBM, Chicago
KNX, Los Angeles; WCBS, New York
WCAU, Philadelphia; KMOX, St. Louis
KCBS, San Francisco

THE CBS-OWNED RADIO STATIONS

MORE THAN YOU COUNT ON! You know WCBS-TV commands New York's *biggest* audiences. Year after year, audience "head-counting" studies prove it—and advertisers count on it!

Now, a new depth study of "breakthrough" significance shows that channel 2 delivers also the *best, most responsive* audiences. Conducted by the Institute for Motivational Research, in association with Market Planning Corporation (an affiliate of McCann-Erickson), the study proves dramatically that New Yorkers—with seven stations to choose from—have by far the

CBS
"I have a feeling of greater confidence, more trust in the products I see advertised on that station."
Suppose you had overheard that statement. Which channel is "most likely" being referred to?
This is one of 25 questions put to six hundred New Yorkers. Here's how they answered:
WCBS-TV channel 2 . . . 60%
Network channel B 31%
Network channel C 5%
Non-network channel W . . 1%
Non-network channel X . . 1%
Non-network channel Y . . 1%
Non-network channel Z . . 1%
Note that WCBS-TV received three out of every five "most likely" votes—50% more than all six other stations combined!

greatest trust and confidence in channel 2. And, even more significant, that this pattern of trust and confidence (to quote the Institute for Motivational Research) "carries over into a pattern of greater trust and confidence *in commercials and products associated with channel 2!*"

Thus, this study is as important to you as rates and ratings. To obtain a copy of the findings, call WCBS-TV or your nearest CBS Television Spot Sales representative. You'll see that channel 2 gives you more, *far more*, than you count on! CBS Owned Channel 2, New York **WCBS TV**

RE!

HOW THE CISCO KID STAYS AGELESS

Most film series succumb to obsolescence, but not Ziv-Tv's 'Cisco Kid'—still riding the sales range after 10 years. Here's why

The Cisco Kid has found tv's fountain of youth. Ziv-Tv's *Kid* is now 10 years old and growing stronger with age, judging from his current run in 158 U.S. markets.

Still going on a total of 156 episodes, Ziv's syndicated series shows no signs of fading from the scene. Why has this series succeeded for a decade while other properties that sell briskly for two or three years die off? Walt Miller, Cisco Kid Div.'s field sales manager, has this answer:

"A good series dies after three or four years because it's allowed to grow old. Its merchandising, promotion and sales techniques are frozen at the date of release, and the series is forever stamped a '54 or '55 release. We keep every year's output of *Cisco* new because it's backed with this year's ideas. The sponsor who gets *The Cisco Kid* in '59 gets the best '59 and '60-styled sales help available in the industry.

"The test of any 'young show' is whether or not it can make sales for its sponsors. If it can't, it's obsolete no matter what its release date. If it can, it's ageless."

Planned Growth • If this is the secret to tv longevity, how long can the western hold up?

According to Barney Cragston, head of the division, "the next three years are planned in detail. After that? We'll just have to come up with more new ideas."

Ziv-Tv's *Cisco Kid* division exercises a certain amount of control to keep interest in the property at a high pitch. In the summer of 1955, when the separate sales division was formed, it was decided to handle business on a "controlled sponsorship" basis. Sales would be made only to sponsors who qualified on three points: willingness to accept the entire campaign centering around *The Cisco Kid*, suitable distribution patterns, and readiness to report successes or failures of elements in the campaign in detail. Sponsors responded immediately. Renewals kept up year after year.

Pre-fab Fanfare • In 1956 the division added a separate merchandising department to work with clients, initiating the division's long line of "pre-fabricated" promotions to aid sponsors'

SOME OF THE 74 DIFFERENT MERCHANDISING PLANS FORM THE MONTAGE BACK OF TOM STEIGER

WHEN "PUBLIC POWER" WINS, YOU LOSE...

Every time another federal "public power" proposal goes through Congress, you are taxed to pay the bill

Most people, according to national opinion polls, don't want the federal government in the electric business. Yet everybody—including *you*—is taxed to pay for such federal "public power."

Already $5,500,000,000 of tax money from you and other Americans has gone into this federal "public power." And now the "public power" promoters are pushing hard for $10,000,000,000 *more*.

Is there a *need* for all this tax spending for more and more "public power"? None at all—for America's hundreds of independent electric light and power companies are ready and able to provide all the low-price electricity people will need—*without* depending on your taxes.

These companies have doubled the supply of electricity in the past 10 years, and will double the present supply in the next 10.

Spending for more "public power" goes on because most people don't know about it. The best way to stop it is to tell your friends and neighbors what's happening. As soon as enough people understand, you can be sure something will be done to halt this unnecessary spending.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

Anita Sundin Calling...

"Anita Sundin Calling" is heard Monday through Friday in convenient 90-second "capsule" form at peak hours for reaching women in the home and on their way to shop.

Anita provides Quint-City area housewives with a daily stream of recipes, hints to make home-making easier and social notes. Local groups use the show as their bulletin board for fraternal, social, civic and educational announcements.

Anita has a wide following and her audience respects her advice. Many women tell us they listen to the program to learn what is going on in the area.

Anita is available as a personality or for spot adjacencies . . . contact your P.G.W. Colonel or call, write or wire Sales Department WOC AM-FM-TV, Davenport, Iowa.

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF, IOWA
ROCK ISLAND, MOLINE, EAST MOLINE, ILL.

RADIO AM | FM

NBC 5000 WATTS AM

sales. Every piece of promotion material passed on to the sponsors now carried detailed information on pre-release test results. Merchandising specialists were made available to analyze sponsors' marketing problems, and to set up and supervise multi-media campaigns built around *The Cisco Kid*. Tom Steiger, merchandising chief, has expanded *Cisco's* services into such fields as package design, product testing and dealer relations.

The value of the sponsor service was evident as the series rode into its seventh year in 123 markets, plus the overseas business. Its pace hasn't slackened since. Regional sales have put the series in 22 of the current top 25 markets.

The 10-year run of prosperity reportedly has earned approximately $1 million each for the stars of the series, Duncan Rinaldo and Leo Carrillo. And there's still more gold coming out of hills around the world.

NEW ASCAP FEES FOR ALL RADIO

Revision of current contracts to be allowed

Radio stations that signed renewals of the old ASCAP music license contracts will get the same benefits as those that held out and won reduced rates, ASCAP reported last week.

Some 700 stations represented by the All-Industry Radio Music License Committee fought ASCAP's one-year renewal offer and won a reduction estimated at about 9% in radio's total payments to ASCAP. Approximately 970 others signed one-year renewals and 1,050 held licenses which did not expire with the others last Dec. 31, according to ASCAP reports.

J.M. Collins, ASCAP sales manager, said that all stations which had fulfilled their obligations under previous ASCAP agreements would be given the option of continuing their current licenses or entering into "any agreements approved by the court in the current litigation retroactively to Jan. 1, 1959."

The new terms were reached by the All-Industry Committee, headed by Robert T. Mason of WMRN Marion, Ohio, with Emanuel Dannett as counsel, and ASCAP negotiators last June (BROADCASTING, June 22) in procedures provided under the 1950 ASCAP consent decree. They are expected to be submitted for court approval about mid-October.

ASCAP's decision to give all radio stations a chance to come under the new terms occasioned some surprise. Some anti-trust authorities maintain that this was not necessary and that stations which had signed under the old, higher rates could be held to them for the life of their current contracts (CLOSED CIRCUIT, Aug. 10). ASCAP said this "erroneous" report "made it necessary" to announce the policy now. It had intended to wait until the final court action, the announcement said.

Despite the ASCAP announcement that it would apply revised rates to all radio stations, an Indiana congressman last week asked Attorney General William P. Rogers to make sure that all angles are covered.

Rep. William C. Bray (R-Ind.) in an Aug. 18 letter to Mr. Rogers asked that the Justice Dept. ensure that any relief in fees be extended to all radio stations, not only to those who participated in the industry's suit.

Mr. Bray said that the small radio broadcaster was "not in a position to join in the litigation against ASCAP." He said "many of them signed contracts at the rates now declared exhorbitant, which will run for several years."

The Indiana Republican asked that the Justice Dept. suggest to the New York federal judge not to overlook the interests of small radio operators when the decree is made final. It should permit "these small businessmen," Mr. Bray said, "to seek equitable rates in line with what the larger stations will pay, effective Jan. 1, 1959."

A spokesman for Mr. Bray said that the Congressman was aware of the ASCAP announcement, but that Mr. Bray felt that the Justice Dept. should be alerted in order to protect all the interests of small broadcasters, including the formulae for computing rates as well as the charges themselves.

FOR LOCAL SALE

New program service offered radio stations

A new program service was being offered to radio stations last week, with an announced starting date of Oct. 4.

Subscribers would pay for the programs on a formula based on their one-minute rates and would be free to retain all income from local sales.

A new firm tentatively titled Program Service Network, formed by Sports

WNJR
negro radio for metro new york

TOP-RATED IN TOP 25 U. S. MARKETS

according to June-July C. E. Hooper, Inc.*

TOPS ALL STATIONS-ALL WAYS-SINCE 1954

50,000 WATTS

KLIF "ALL-DAY AVERAGE"

KLIF-44.7

2ND STATION - 11.3

(Daytimer)

* Hooper —Mon. thru Sat. (7 a. m.-6 p. m.)

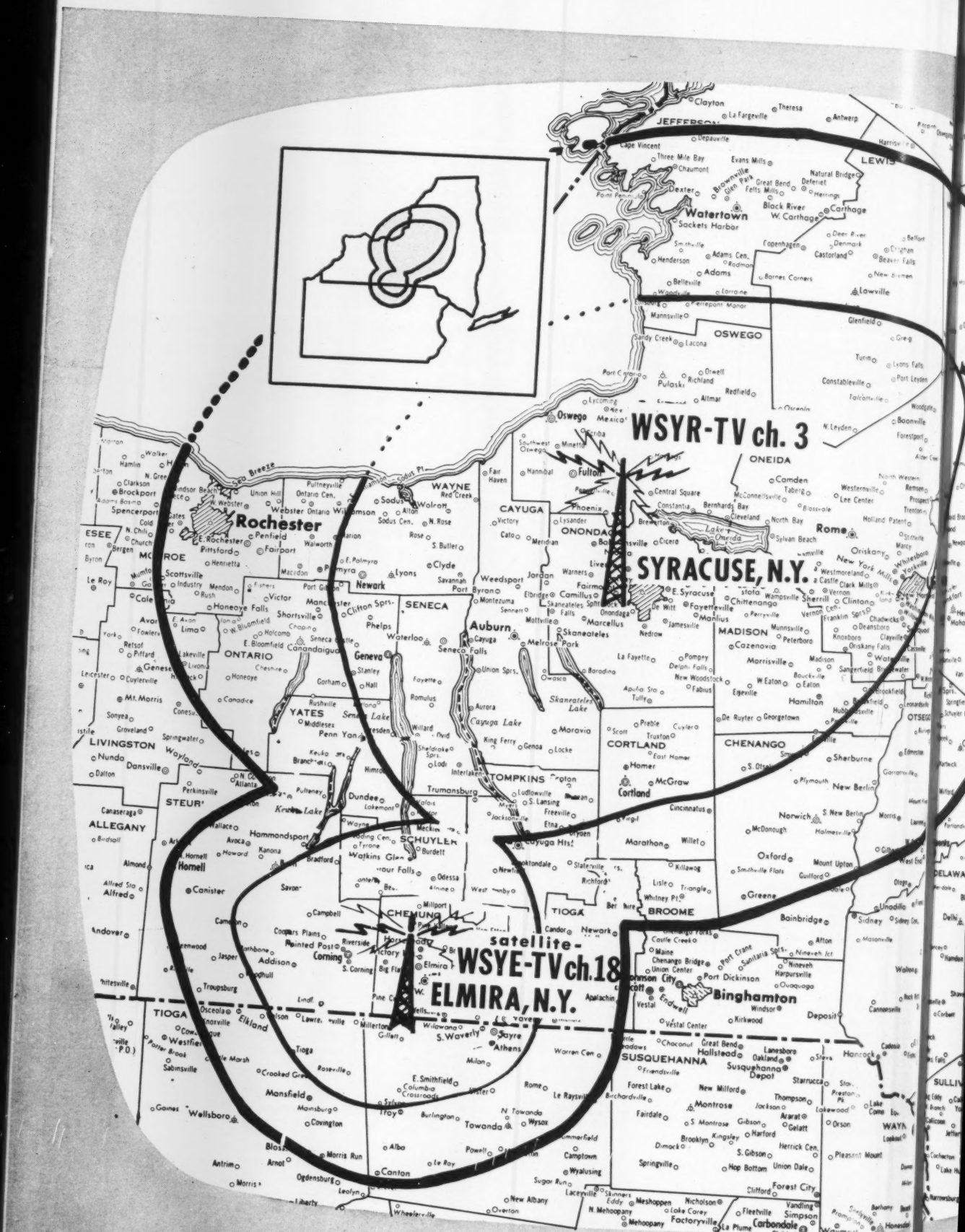
MORE LISTENERS THAN ALL DALLAS STATIONS COMBINED

Other McLendon Stations that Have All the Other Markets SPINNING!

KILT	WAKY	KABL	KTSA	KEEL
Houston	Louisville	San Francisco	San Antonio	Shreveport

KLIF, KILT, WAKY, KTSA and KEEL: Represented Nationally by John Blair & Company

KABL: Represented Nationally by Daren F. McGavren Co., Inc.


WSYR-TV ch. 3
SYRACUSE, N.Y.
satellite-
WSYE-TV ch. 18
ELMIRA, N.Y.
Rochester
Watertown
Binghamton
Auburn
Geneva
Corning
Hornell
Olean
Jamestown
Oswego
Utica
Rome
Cortland
Norwich
Oneonta
Elmira
Canandaigua
Batavia
Lockport
Niagara Falls
Buffalo
Dunkirk
Fredonia
Salamanca
Wellsville
Olean
Bradford
Coudersport
Ithaca
Cortland
Hornell
Dansville
Geneseo
Mt. Morris
Warsaw
Attica
Medina
Albion
Lockport
Niagara Falls
Buffalo
Tonawanda
North Tonawanda
Lewiston
Youngstown
Wilson
Olcott
Newfane
Barker
Lockport
Gasport
Middleport
Albion
Holley
Brockport
Spencerport
Scottsville
Honeoye Falls
Mendon
Pittsford
Fairport
Penfield
Webster
Irondequoit
Greece
Parma
Hilton
Clarkson
Sweden
Kendall
Holley
Medina
Lyndonville
Ridgeway
Shelby
Albion
Gaines
Murray
Kendall
Hamlin
Parma
Greece
Irondequoit
Webster
Penfield
Pittsford
Fairport
Perinton
Victor
Farmington
Canandaigua
Naples
Honeoye
Canadice
Springwater
Dansville
Nunda
Portageville
Wyoming
Perry
Warsaw
Castile
Silver Springs
Arcade
Machias
Ellicottville
Franklinville
Cuba
Allegany
Olean
Portville
Limestone
Randolph
Salamanca
Steamburg
Conewango
Warren
Youngsville
Sugar Grove
Pittsfield
Kinzua
Bradford
Eldred
Port Allegany
Smethport
Coudersport
Roulette
Genesee
Potter
Tioga
Wellsboro
Mansfield
Troy
Towanda
Sayre
Athens
Waverly
Owego
Nichols
Apalachin
Vestal
Endwell
Johnson City
Endicott
Binghamton
Deposit
Hancock
Susquehanna
Great Bend
Hallstead
Oakland
Lanesboro
Susquehanna Depot
Starrucca
New Milford
Montrose
Thompson
Jackson
Ararat
Gelatt
Orson
Lakewood
Lake Como
Pleasant Mount
Forest Lake
Fairdale
Brooklyn
Kingsley
Harford
Herrick Cen.
Springville
Hop Bottom
Union Dale
Forest City
Clifford
Carbondale
Vandling
Simpson
Fleetville
Lake Carey
Factoryville
La Plume
Nicholson
Meshoppen
Skinners Eddy
N. Mehoopany
Mehoopany
Wyalusing
Sugar Run
Laceyville
Towanda
Wysox
Burlington
Troy
Columbia Crossroads
E. Smithfield
Milan
Warren Cen.
Rome
Le Raysville
Wyalusing
Camptown
Powell
Alba
Canton
Le Roy
Ogdensburg
Morris
Arnot
Antrim
Morris Run
Gaines
Wellsboro
Blossburg
Mansfield
Tioga
Crooked Creek
Roseville
Sabinsville
Westfield
Osceola
Elkland
Lindley
Millerton
Gillett
Wilawana
S. Waverly
Sayre
Athens
Milan
Warren Cen.
Rome
Le Raysville
Towanda
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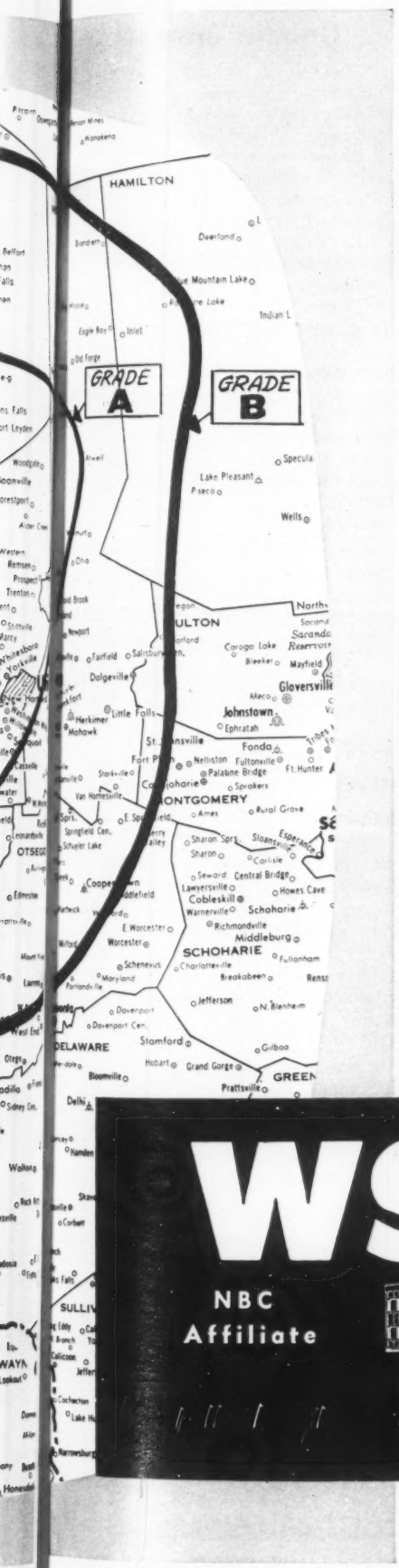


WSYR-TV

PLUS!

WSYE-TV

DOMINATES CENTRAL NEW YORK

•

WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

•

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

WSYR • TV

NBC Affiliate

Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

Getting much supermarket business? RCA Thesaurus has an exclusive programming-promotion package that makes it easy to sell to supermarkets.

Here's what Joe Klass—Sales Manager of station KITO, San Bernardino, California—has done with the RCA Thesaurus Supermarket campaign:

"Stater Bros. using **182 spots weekly** all year 'round with SUPERMARKET RADIO CAMPAIGN ... income over $14,500!

What's more...90 new accounts were sold on KITO in past few months using Thesaurus commercial jingles."

Check out details. Write today!

RCA **THESAURUS**

155 East 24th St., New York 10, N.Y
Chicago, Nashville, Atlanta, Dallas, Hollywood

Network Inc. and Chick Vincent Productions, would conduct the operation. The offer to stations was made in a letter signed by Anthony M. Hennig, Sports Network vice president.

The letter said four daytime serials, three five-minute personality shows and a half-hour program with Dr. Norman Vincent Peale were now available on an across-the-board basis. Within a month after the Oct. 4 starting date, Mr. Hennig continued, expansion plans will be disclosed to add "such services as an exceptional news service, including on-the-spot reports from Washington, live major sporting events, United Nations hearings and other events needed to expand your programming."

Exclusivity • The service is available to one station in a market. The daytime serials being offered include three network veterans but with new scripts (*When a Girl Marries, Pepper Young's Family* and *Rosemary*), and one new property (*Scott Jordan*, based on novels about the lawyer-detective). The cost per program per day: 70% of the station's one-time one-minute Class A spot rate. Five-minute shows feature Arlene Francis, Mel Allen and Dick Stark respectively and are available at 50% of the one-time one-minute Class A spot rate per program per day. For Dr. Peale's daily half-hour the rate is 140% of the one-time one-minute Class A spot rate.

Each of the quarter-hour shows provides for four one-minute spots, the 10-minute shows for three. Each five-minute show offers one and one-half minutes of commercial time, and the Dr. Peale program has eight minute availabilities—a total of 27½ minutes for spots. The five-minute programs, Mr. Hennig said, may be played more than once a day without extra cost.

One of the dramatic serials (*Girl Marries*) is 10 minutes in length, the others 15 minutes each. Thus, Mr. Hennig said, stations can schedule their customary five-minute on-the-hour newscasts immediately ahead of the 55-minute block.

Mr. Hennig said the programs would be fed by direct line, in advance of the broadcast dates, for recording and subsequent scheduling as each station wishes. Program and line costs, including local loops and connections, are absorbed by Program Service Network, he reported. He said AT&T lines must be ordered by Aug. 27 and asked stations to give their answers as promptly as possible. Demonstration tapes of the programs, he added, are available on request.

Sports Network Inc., one of the co-owners of the new venture, has been in business for some five years, arranging transmission facilities for major league baseball, professional and collegiate football, basketball and other sports coverage. Mr. Vincent, associated with Sports Network in ownership and operation of the new organization, is a producer-director who has operated his own production company for some 20 years.

'Goodie' news

Goodwin J. Knight, former Republican governor of California, is pioneering a new line for defeated politicians. He has signed an exclusive contract with KCOP (TV) Los Angeles to do a nightly news commentary beginning next Monday (Aug. 31).

The series, described as "off the cuff, no-holds-barred and strictly unrehearsed" will be videotaped for national distribution by the syndication division of NAFI Corp., according to Alving G. Flanagan, vice president in charge of tv.

Gov. Knight's bailiwick: "political aspects of the news." The governor was defeated in 1958 by Sen. Clair Engle in his bid for former Sen. William F. Knowland's seat in the U.S. Senate.

Radio news service moves from NYC to DC

Radio Press International, voiced radio news service, will move its New York operations to Washington in a consolidation designed to save money.

Board Chairman George Hamilton Combs gave the word to RPI's more than 50 station subscribers last Thursday (Aug. 20) after reports had circulated that the service might be forced to curtail or cease operations.

Mr. Combs also reported after the closed circuit message to subscribers that Sumner J. Glimcher, who became president of RPI some two months ago upon the merger of Radio Press and International Transmissions Inc. (BROADCASTING, June 29), no longer was an officer of RPI. Mr. Glimcher headed ITI, also a voiced news service. At the time of the merger it was announced that RPI had obtained financing to enlarge its operations.

Mr. Combs said last week he told subscribers that in launching Radio Press he had known it would be a

WNJR
negro radio for metro **new york**

WLEE

1ST IN LISTENERS IN RICHMOND

TOM TINSLEY, President
IRVIN G. ABELOFF, Vice-President
HARVEY L. HUDSON, General Manager
6200 BROAD STREET ROAD
P. O. BOX 8765
RICHMOND 26, VIRGINIA
TELEPHONE ATlantic 8-2835

August 7, 1959

Mr. Robert F. Hurleigh, President
Mutual Broadcasting System
1440 Broadway
New York, New York

Dear Bob:

Bless you!

Our owner thanks you!

Alsco Aluminum Products thanks you!

Herman Blake Realty thanks you!

Our Account Executives thank you!

And I thank you!

We love Mutual!

Sincerely,

Harvey

Harvey Hudson
Vice President

HH:BR

PROFIT...
By Using This
TWIN-PORTS MARKET...
The Head of the Seaway
LAKE SUPERIOR
DULUTH
SUPERIOR
VIGOROUSLY GROWING MID-CONTINENT SEAPORT
the 2ND LARGEST MARKET...
IN SIZE ONLY TO THE TWIN CITIES IN MINNESOTA AND MILWAUKEE IN WISC.
Covered completely and more effectively by . . .
WDSM TV
Channel-6
NBC
A 3 BILLION DOLLAR MARKET
Duluth & Superior
Affiliated with Duluth Herald and News-Tribune
PETERS, GRIFFIN, WOODWARD, inc.
Exclusive National Representatives

"deficit operation" and that "my expectations have not been disappointed." By consolidating in Washington he hoped to trim operating overhead. Both Washington and New York offices have about five newsmen and Mr. Combs said not all of the New York staff would make the move. Among those going, he said, will be Lloyd Garrison, RPI news and operations manager. The Washington offices are at 1627 K st., NW.

THE PLUG SHOW
Taped radio series has 'subliminal' ads

The "free plug" has come out from under the table in a program venture conceived by Trand Assoc. in New York and now said to be running on over 200 U.S. radio stations reaching 8 million people.

The show is *Celebrity Talk*, starring Maggi McNellis. As the name implies, it consists of interviews with celebrities from show business, society, publishing and other fields. It runs five minutes, six times a week.

The station gets it free, having only to guarantee that it will play it. In most of the interviews, although not all, there is a "subliminal commercial"—which means a plug for a certain product category, like cherries, or chicken, or evaporated milk. To get these insertions in the program, the advertiser pays Trand Assoc.—on a card rate basis —from $300 to $400 per. Most of the advertisers are trade associations representing many brands.

The guiding philosophy behind *Celebrity Talk* is that nearly everybody gets something for relatively nothing. The station gets program material free. The celebrities get publicity free. The Sheraton-East Hotel in New York, where the program originates, also gets publicity free. And the advertiser gets his product endorsed by a name celebrity on a sizable station list for a relatively low cost.

Celebrity Talk's modus operandi is interesting, too. The producers set up a schedule of four to eight interviews, generally 15 minutes apart. Representatives of the sponsors come to the recording sessions. After scanning the list of interviewees for that day they take their pick of the ones they want to sponsor. Then, just before the interview, the subject is asked if he or she would mind mentioning something about the particular sponsor. If he says no, the interview goes on without a plug. If it's okay, Miss McNellis slips in a question to bring out the endorsement.

On a recent Tuesday, for example, Perle Mesta, the hostess, was a guest. She was picked by a representative of a food flavoring agent, but declined to endorse it because she didn't know the product. Scanning the list of other possible sponsors, she noticed the Evaporated Milk Assn. and remarked that she used evaporated milk in her diet. It made a natural lead-in to a plug sponsored by that group.

Other guests on the series have included Lana Turner, Gary Cooper, Peter Ustinov, Nina Foch, Milton Berle, Ginger Rogers and Ricardo Montalban.

Ordinarily six out of eight broadcasts have a plug in them. The stations are free to sell the programs on their own if they desire. The "subliminal" commerical does not interfere with local sponsorship because there's no specific brand mentioned. Rate card for the plugs runs from $400 for a one-shot to $300 each for 13 plugs over 13 weeks.

Celebrity Talk was started by Dudley C. Andrews Jr., president of Trand Assoc., at the first of the year. He is starting another series with a similar format, *Decorating Today*, and will feature Virginia Graham.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 24-28, Aug. 31-Sept. 2 (4-4:30 p.m.) **Truth or Consequences**, participating sponsorship.

Aug. 24, 31 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

Aug. 25, Sept. 1 (7:30-8 p.m.) **Northwest Passage**, sustaining.

Aug. 25, Sept. 1 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

Aug. 26, Sept. 2 (8:30-9 p.m.) **Price Is Right**, Lever Bros. through J. Walter Thompson.

Aug. 26, Sept. 2 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

Aug. 27 (10:30-11 p.m.) **Masquerade Party**, Polk Miller Products (Sergeant's Dog Care products) through N. W. Ayer.

Aug. 28 (8-9 p.m.) **Ellery Queen**, sustaining.

Aug. 29 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking through Ted Bates.

Aug. 29 (10:30-11 a.m.) **Ruff & Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

Aug. 29 (5 p.m. to conclusion, approximately 7 p.m.) **Davis Cup Challenge Round** (tennis doubles), sponsor to be announced.

Aug. 29 (8-9 p.m.) **Perry** Presents, Chemstrand through Doyle Dane Bernbach and Kleenex through Doherty, Clifford, Steers & Shenfield.

Aug. 30 (approximately 3:30 p.m. to conclusion) **Davis Cup Challenge Round** (singles) sponsor to be announced.

Aug. 30 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.

Aug. 30 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

PLENTY OF "REMOTES" keep the station's mobile unit on the go. One reason for the high ratings of WOSU-TV's sports and other outdoor telecasts, is the fine performance of G-E camera tubes under varying light conditions — from noonday sun to dense late-afternoon stadium shadows.

HAROLD D. GORSUCH, Chief Engineer, Station WOSU-TV
(Ohio State University), Columbus, Ohio

Says:

"G-E camera tubes share credit for the nationwide success of our recorded TV programs!"

"WOSU-TV kinescopes its studio programs for use coast-to-coast in educational work. High standards of picture sharpness apply. We've found that superior definition in image orthicons is essential when showing the exhibits that go with a lecture. Here students must view clearly, in order to follow the subject being taught.

"Live TV is almost 40 percent of our programming; this share is growing. We can't afford 'stickiness' in our camera tubes, with closeups of educational displays following one another rapidly.

"You see me here holding a G-E image orthicon that's given 750 hours of first-rate performance, and will log plenty more judging from others owned by WOSU-TV."

* * *

The same high tube quality is available to *your* station. Phone your nearby G-E tube distributor! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

2-312-202

LAST HURDLE FOR EQUAL TIME BILL

Conferees meet this week; main snag: 'news interview' shows

A change in U.S. political broadcasting laws came close to reality last Tuesday (Aug. 18) when the House passed its own amendment to Sec. 315 of the Communications Act.

Last hurdle remaining is a conference agreement to settle the differences between the more restrictive House bill and a Senate amendment passed three weeks ago (BROADCASTING, Aug. 3). Major stumbling block facing the conferees will be spelling out for broadcasters whether such news interview shows as *Face the Nation* and *Meet the Press* are to be exempted from political equal time demands. (For texts of the bills going to conference, see page 66).

There is a wide split among members of Congress as to the bill's intent concerning such shows. They are exempt, said Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and many others. Not so, emphatically maintained Rep. John Moss (D-Calif.), author of the amendment finally approved by the House.

At Loggerheads • Rep. Moss, one of the conferees, said he would resist all efforts to exempt specifically such shows (although the bill spells out an exemption from Sec. 315 for "bona fide news interviews") in the final conference report. Rep. J. Arthur Younger (R-Calif.), stated just as strongly that he would make every effort to write in an exemption for the programs.

The conference committee will not meet before Wednesday (Aug. 26) because Rep. Harris will be in Miami tomorrow (Aug. 25) to address the American Bar Assn. convention. Senate conferees, appointed last Wednesday, include Sens. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, Mike Monroney (D-Okla.), Strom Thurmond (D-S.C.), Clifford Case (R-N.J.), and Hugh Scott (R-Pa.), all members of the Communications Subcommittee.

House conferees, appointed Thursday, include Reps. Harris, Moss, Younger, Walter Rogers (D-Tex.), Jack Flynt (D-Ga.), John Bennett (R-Mich.), and William Avery (R-Kan.). All are members of the Communications Subcommittee, of which Rep. Harris also is chairman.

Representatives debated the proposed Sec. 315 amendment for 3 hours and 25 minutes last week, with final approval coming by an almost unanimous voice vote. Only three or four audible noes were heard when the final vote was taken. One proposed floor amendment, offered by Rep. Merwin Coad (D-Iowa), was defeated. A second was withdrawn.

Gripes • House members took advantage of the debate to make these and sundry other charges:

- The bill seeks to protect networks and large stations from damage suits.
- American journalistic efforts lean heavily in favor of the Republican Party.
- Stations should not be permitted to endorse political candidates editorially.
- Broadcasters could, and would, show favoritism in coverage of political news.

Rep. Harris, floor manager of the bill, noted that Sec. 315 has been law since 1927. "It has worked, generally speaking, fairly well . . . and only in recent times has there been a real effort by some to bring about its repeal." He said the Commerce Committee carefully considered outright re-

Senate-House conferees on Sec. 315 legislation

SEN. PASTORE

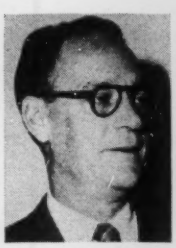
SEN. THURMOND

SEN. SCOTT

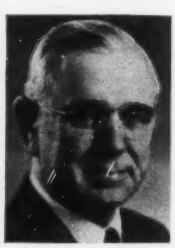
SEN. CASE

SEN. MONRONEY

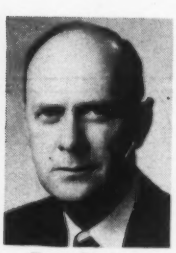
REP. HARRIS


REP. BENNETT

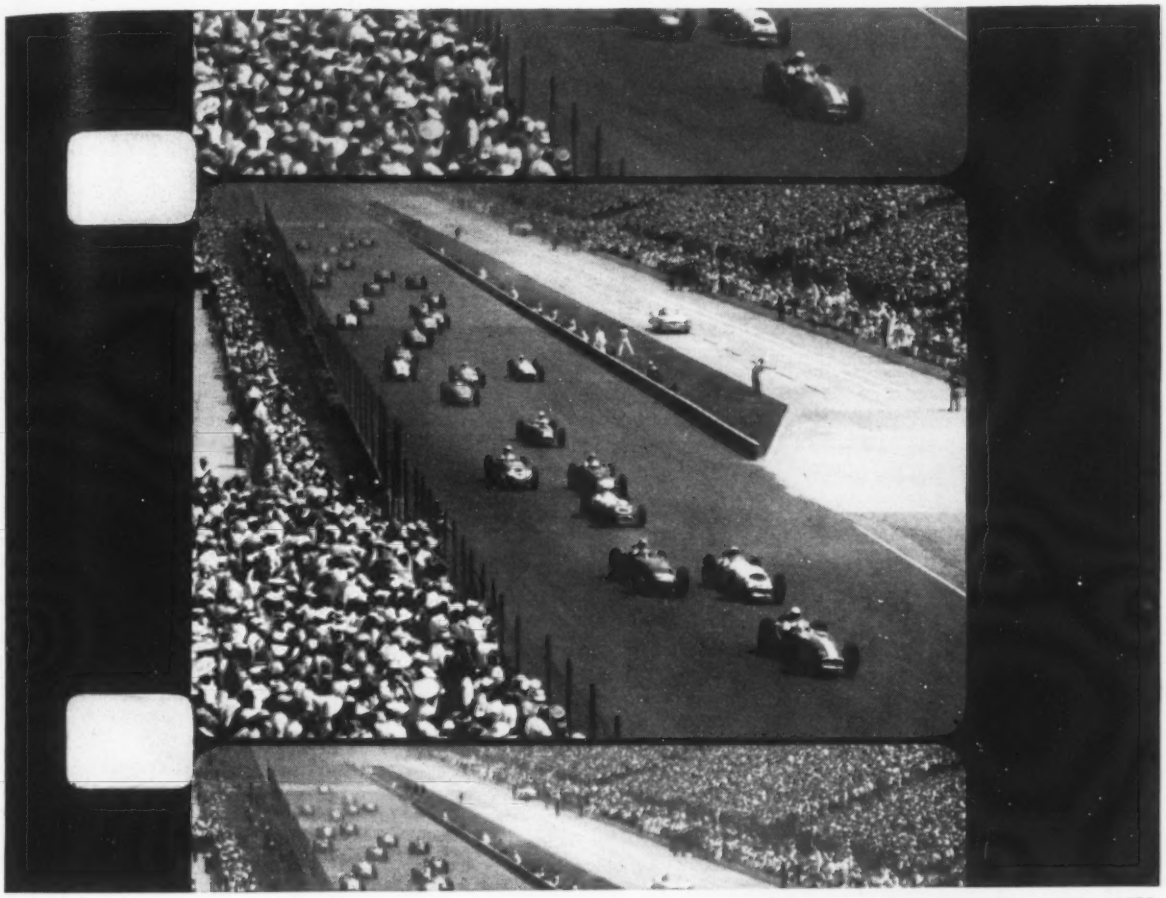
REP. FLYNT


REP. YOUNGER

REP. AVERY


REP. ROGERS

REP. MOSS



Indianapolis 500-mile Race, Memorial Day, 1958.

"FOR SPEED AND LATITUDE, THE WINNER IS 931"

That's what Steve Pefley, Chief Photographer at WISH-TV, in Indianapolis, Indiana, says about Du Pont Rapid Reversal Film.

"Film, camera technique and editing are a winning team only when top quality exists all down the line," says Mr. Pefley. "Du Pont 931 is an important member of our team. There's no question about its quality. When the chips are down and we have to depend on speed and latitude to pull us through, we can always count on 931."

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peal and "was almost unanimous" in rejecting such proposals.

Language Problem • He said the committee deleted from the original bill, as introduced by him, language to exempt as separate categories news documentaries, panel discussions and similar type programs. "The committee felt," Rep. Harris said, ". . . that these categories are simply too vague and cannot be defined with sufficient accuracy.

"On the other hand, and I want you to get this, on the other hand, the elimination of these categories by the committee was not intended to exclude any of these programs if they can be properly considered to be newscasts or on-the-spot coverage of news events."

It was on this point that the chairman and Reps. Bennett and Younger, particularly, disagreed with Rep. Moss. And, although Rep. Harris pointed out the debate was designed to prepare a clear legislative history, the differences in interpretation were never settled.

"As the author of the amendatory language . . . I am somewhat flattered to find my colleagues [Reps. Bennett and Younger] . . . were so willing to buy it in committee and find it so distasteful now," Rep. Moss said. He continued:

"I think the conduct of the broadcasting networks must raise serious doubts in the mind of every member of this House who might on occasion be subjected to their whims as to the advisability of opening up too far this area. . . . While I lack confidence in the complete objectivity of the broadcast industry, I feel in fairness to the American people we should permit the stations the latitude they request here in the bona fide reporting of news. . . .

"As to the language we adopted . . . I want to say if the other body does undertake to broaden this legislation, then I will do everything in my power to defeat it. . . . It is important to the American people that there be the broadest possible discussion of political issues. But, it must be a fair discussion of those issues.

"When we start to include panel discussions — you know how easily they can be rigged. You know how easily a panelist can have an unsympathetic moderator and how a program might be scheduled when you have a conflicting engagement. I would not want to exempt panel discussions. However, I would not deny a station the right to take a film clip of a news item clearly developed in connection with such a discussion and use it to report more accurately. . . . I am not willing to have news documentaries opened up. . . . It is wide open to abuse. Never forget that these are not super beings who run these radio stations. They are subject to the same prejudices as each one of us. . . ."

Programs in Question • Rep. Younger then asked his fellow Californian: "Does the gentlemen contend that on the programs known as *Face the Nation* and *Meet the Press* where a qualified candidate appears, candidates for all the other parties must also be given an opportunity to appear?"

A. "I contend that program is not a bona fide newscast, nor is it spot coverage of a news event. . . ."

Q. "And it would still be under the jurisdiction of Sec. 315 according to the gentlemen's interpretation, and the gentlemen want to leave that as a record in the consideration of this measure?"

A. "I most certainly do. . . . I think the committee's intent is very clear. We changed the language. We inserted the condition that the news must be bona fide and that the first-person reporting by the candidate be incidental to the reporting of the news. I would not construe that the entire program *Meet the Press* would be deemed incidental to the reporting of the news."

Definitions • Reps. Bennett and Younger both said that they would not vote for the bill if they did not construe it to exempt such shows as *Face the Nation* and *Meet the Press*. There was an obvious difference of opinion in defining shows of this type, with the Moss camp contending they are panel discussions while others defined them as news interviews.

(Last Thursday, Rep. Moss maintained that his interpretation of the bill's intent would stand up because he was not challenged in his answers to Rep. Younger during the floor debate. He leaned heavily on the words "bona fide" and "incidental to the news" as used in the bill.)

Rep. Bennett also praised Rep. Harris' language. He said new language added by Rep. Moss' amendment "causes me to fear that if this language remains in the bill and becomes law, we shall not accomplish our objective to permit broadcasters to cover political news and political issues in a satisfactory manner." As grounds for this fear, Rep. Bennett cited that provision of the bill stating "where the appearance of the candidate . . . is incidental to the presentation of news."

He said this language seems "innocent enough at first sight. However, a little closer examination and a careful reading of the committee report may persuade many of you, as it did me, that this is an impossible yardstick for the broadcaster and the Commission to apply. . . . I can think of instance after instance where conscientious news directors of stations or networks will be in a quandary whether an appearance of a candidate is incidental or not to the presentation of news."

Rep. Younger took the floor in defense of the FCC because, he said, there has been some very "severe criticism" leveled. He pointed out that a majority of the commissioners voting in favor of Lar Daly are Democrats. "I also would like to say, while I am supporting this bill, I do not believe that it is as good a bill as was introduced by our chairman in the original instance," he stated.

Cunningham Satisfied • Rep. Glenn Cunningham (R-Neb.), first member of Congress to introduce a bill reversing the Lar Daly decision, said that he was pleased to support the committee bill. Under the decision, he pointed out, all political news faces a complete blackout.

"And," Rep. Cunningham continued, "although this blackout would leave newspapers free to report political activities and campaigns, we all know that the press in many instances has failed to do the fine objective reporting that has been done by the radio and tv stations and networks in this country.

"It is a shame that any legislation is needed. I believe that the time will come when all of Sec. 315 will be repealed and the news directors of the stations and networks will use the guide of public interest in presenting political news; and they will continue to present the objective viewpoint they have in the past on both political news and nonpolitical controversial issues which are not now subject to Sec. 315 and never have been."

Rep. Hamer Budge (R-Idaho) said that an equal time amendment "is most necessary" and cited the Lar Daly decision (BROADCASTING, Feb. 23). He, too, noted the word "incidental" in the committee bill would keep broadcasters from promoting the candidacy of any particular individual.

Rep. Clarence J. Brown (R-Ohio), a newspaper publisher in private life, called the bill a "good piece of legislation. There is nothing in the law that can prevent a newspaper from saying anything that it may please about a candidate for public office so long as it does not violate the ordinary rules and laws relative to obscenity, slander and libel," he said. "Any newspaper

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has the right to interview any candidate for public office, or any public official on any matter it wishes, because the Constitution guarantees freedom of news and freedom of the press. I believe it is just as important to see to it that we have freedom of news and freedom of the press, if you want to call it that, on our radio and television stations."

Small-Business Voice • Rep. Paul C. Jones (D-Mo.), who with his family owns 41.7% of daytimer KBOA and KBOA-FM Kennett, Mo., used the forum to put in a pitch for longer daytime hours and to attack networks and large stations. He said he had doubts about even permitting the bill to be debated on the floor. "This bill . . . in my opinion seeks to protect the larger radio stations and particularly the networks from damage suits. . . . If this bill is passed those people are going to have not only more power but they are going to have less interest in the small community-type radio stations that serve the district of the majority of the members in this chamber." Rep. Jones also said that he thought licensees should pay an annual fee to bear the operating costs of the FCC.

The bill reversing the Lar Daly decision was termed a "dangerous bill" by Rep. Clare Hoffman (R-Mich.). However, he said, "the present situation is intolerable. . . . We just must do something now because should I run again, I do not want five or six or seven or eight other fellows who are just in there for fun and for the local publicity . . . or just so they can have the wife and kids sit in and listen to Papa talk. . . . I will vote for this bill regardless of that dangerous grant of power."

Rep. Emanuel Celler (D-N.Y.), longtime critic of the FCC on many matters, came to the Commission's defense. "I would point out that while I personally disagree with the holding [in the Lar Daly case], I have no quarrel with the FCC nor do I think that widespread *ad hominem* criticism of the majority is justified," Rep. Celler said.

The decision, he said, has the "anomalous effect of severely discriminating against the candidate who appeared in the newscast. The first candidate who appears has no choice in the means and methods whereby the station carries his utterances, whereas his opponents have a complete choice and control over their means and methods of appearance." He emphasized that the bill would in no way exempt the broadcaster from the obligation of fair presentation of all political news and controversial issues.

Time Inequalities • "On the whole, I think the broadcasting industry has tried to honor its responsibilities in this respect," Rep. Celler said. "Nevertheless, I would be less than candid if I did not observe that there have been several instances—isolated, it is true—where certain broadcasters have not always complied with their responsibilities. . . ."

Rep. John W. McCormack (D-Mass.) said that the press of this country is "decidedly unfair to the Democratic Party. . . . We all know that many newspapers throughout the country control radio and television stations and we . . . know what we are up against. It is an unusual situation with such slanting of the news and unfairness to the Democratic Party. . . . While I realize that something has to be done to correct the Chicago situation, I certainly do not want to do something where the Democratic Party is going to be penalized."

The propriety of stations' endorsing political candidates was brought into the debate by Rep. Charles Vanik (D-Ohio). Rep. Harris said that such a situation is not covered by Sec. 315 but that operation in the public interest would require that time be given to the candidates not so endorsed by a station.

Rep. Vanik said that legislation is needed to "clarify" the right of a station to editorialize in favor of one candidate. He said only a small percentage of broadcasters are equipped with the resources to evaluate the qualifications of candidates.

No Hope • Rep. H.R. Gross (R-Iowa), former radio newsman, stated he doubted if the bill would work. "I think you can legislate from now until kingdomcome and you will not solve this problem." Rep. Harris said this may be true but Congress can supply guidance for the FCC. "It would depend in the end upon the fairness of the radio station owner or the person to whom he entrusts the operation of his station," Rep. Gross replied.

Rep. Catherine May (R-Wash.) based her support of the bill on "15 years of

Wordings of the House and Senate bills

Twelve members of the U.S. Congress will meet this week to iron out differences in two bills—one passed by the Senate (S 2424) July 27, the other approved last Tuesday by the House (HR 7985)—amending Sec. 315 of the Communications Act.

The House bill is generally believed to be more restrictive on the broadcasting industry than the Senate version, and there is substantial disagreement among the solons as to just what "news" would be exempt from equal time under both bills.

After adopting its version, the House struck the language of S 2424 and added its own. The Senate refused to accept the House language and asked for the conference.

Here is the pertinent text of the House bill:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: **Provided,** That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. Appearance by a legally qualified candidate on any bona fide newscast (including news interviews) or on any on-the-spot coverage of news events (including but not limited to political conventions and activities incidental thereto), where the appearance of the candidate on such newscast, interview, or in connection with such coverage is incidental to the presentation of news, shall not be deemed to be use of a broadcasting station within the means of this subsection."

Here is the Senate language: "Appearance by a legally qualified candidate on any newscast, news interview, news documentary, on-the-spot coverage of news events, shall not be deemed to be use of a broadcasting station within the meaning of this subsection, but nothing in this sentence shall be construed as changing the basic intent of Congress with respect to the provisions of this Act, which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies require operation in the public interest, and that in newscasts, news interviews, news documentaries, on-the-spot coverage of news events, all sides of public controversies shall be given as fair an opportunity to be heard as is practically possible."

Sec. 2. (a) The Congress declares its intention to reexamine the amendment to section 315 (a) of the Communicatoins Act of 1934 made by the first section of this Act, at or before the end of the three-year period beginning on the date of the enactment of this Act, to ascertain whether the remedy provided by such amendment has proved to be effective and practicable.

(b) To assist the Congress in making the reexamination of the amendment made by the first section of this Act, the Federal Communications Commission shall make a report to the Congress, within fifteen days of the enactment of this Act and within fifteen days after the close of each of the following two years, setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary to protect the public interest and to assure equal treatment of all legally qualified candidates for public office under section 315 of the Communications Act of 1934.

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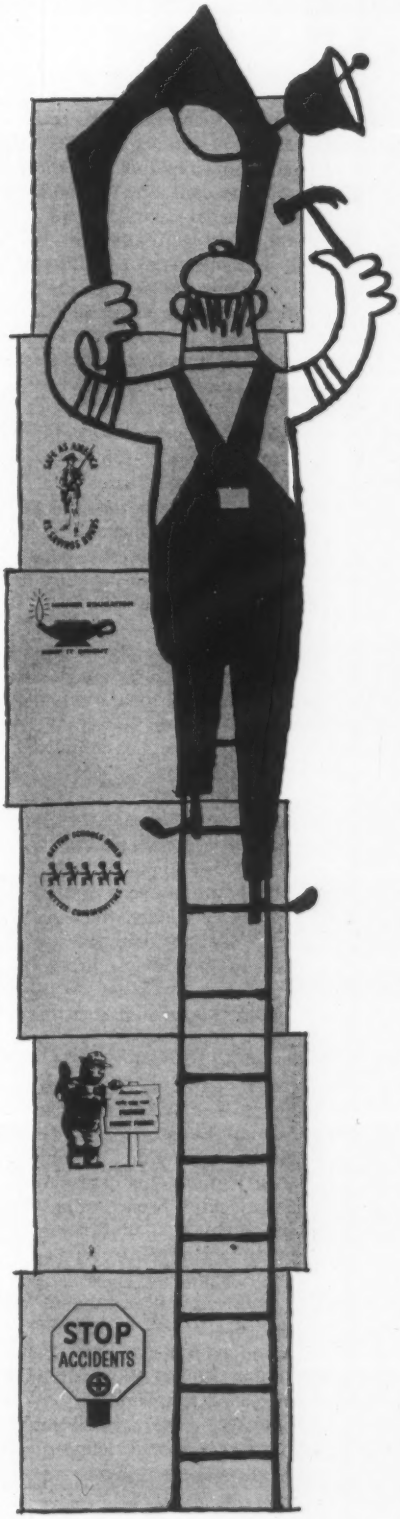

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And when YOU want to cover Cincinnati with a radio campaign, you want to cover ALL of it, not just the 31%, or 556,800 people, who live within the city limits of Cincinnati. So to cover all of the Tri-State Cincinnati Trading Area, you've got to have power—and BIG Y has lots of power—50,000 watts of it, which is one reason why you can depend on WCKY to reach all of the Cincinnati Trading Area. Then when you add listener acceptance, live wire merchandising promotions, imaginative programming and first rate news coverage, *then* you KNOW your best buy is BIG Y—WCKY, that is!

*Tom Welstead in WCKY's New York office and AM Radio Sales in Chicago and the west coast, have files full of such figures too!

Cincinnati, Ohio

association with the fields of news and public information in the broadcasting industry. . . . I grew up with radio and television which long ago came of age as media for dissemination of news," Rep. May said. "Through these media of mass communications, the American public can be and is made aware of the great and small issues of our time, and the same public is exposed not only to the sight and sound of these issues, but to the living presence and personality of those who make the news which shapes our very lives and the future of the world."

"It boils down to this: If radio and television news can be put through government censorship today, all other news ultimately can and will be put through the same filter. . . . Little wonder the President called the ruling 'ridiculous'. This is the same as telling a newspaper that it must print a news story about every candidate just because it carried a news story about one of them."

Call for Exemptions • Rep. May, who formerly worked for several stations in Washington State and New York, found it strange that the Senate bill failed to exempt panel shows. "Such shows, when conducted by bona fide newsmen, would certainly qualify in the category of news," she said.

Rep. Avery said the Commerce Committee "certainly was not unanimous" in accepting the Moss language. He indicated a preference for the original bill as introduced by Rep. Harris. "For reason of a compromise, the committee accepted the substitute language," Rep. Avery pointed out. "However, I certainly want the record to show that although I went along with the substitute language, I felt the original language . . . was probably preferable or more understandable, and certainly would meet the needs more directly than the substitute provisions in the bill we bring before you."

Rep. Rogers said that it is the duty of Congress to reverse the Lar Daly decision promptly before further confusion results. "However," he warned, "in so acting let us make clear to the FCC, to individual broadcasters and to the networks that are by this legislation setting down a minimum course of conduct in the field of broadcasting of controversial issues. It should be clear that we expect them to exert every effort to present all legitimate sides of controversial issues and all legitimate candidates for office. . . ."

Reservations • Reps. Peter F. Mack (D-Ill.) and Robert W. Hemphill (D-S.C.) had filed supplementary views to the committee report in which they stated Congress should define qualified candidates and a restriction should be placed on the application of Sec. 315 prior to an election. Both reaffirmed their convictions but declined to offer an amendment on the floor.

Rep. Mack said he was the only member of the committee to vote against reporting the bill out. He said he strongly supports the bill but feels that further legislation is needed. Both congressmen contended that individual stations should have more freedom in determining who is qualified for equal time. "We do not go so far as to further the idea of abolition of Sec. 315 . . . but we believe relief from the probability of such decisions as that in the Lar Daly case should be legislated," Rep. Hemphill said.

Rep. Joseph Barr (D-Ind.), pointed out that the government "has never had much luck trying to regulate the coverage of news events."

The question of who would decide when a candidate's appearance on a newscast is (1) incidental and (2) free of any editorial content was asked by Rep. Roman Pucinski (D-Ill.). Rep. Harris replied the first responsibility would be that of the station's with the FCC stepping in to settle any disputes.

New Amendment • Rep. Barratt O'Hara (D-Ill.), offered an amendment stating that all licensees shall be held to a "strict accountability" by the Commission but it was withdrawn after Rep. Harris entered a strong objection.

Rep. Coad attempted to amend the bill extending Sec. 315 to include equal time for all representatives "of any political or legislative philosophy." He maintained his amendment would assure "that the Amercan people are going to be guaranteed their rights by legislative action . . . so that they can hear all sides. . . ."

Rep. Leo O'Brien (R-N.Y.), part owner of WROW-WTEN (TV) Albany, N.Y., and other stations, successfully spoke out against the Coad proposal. "I wonder how many weeks it might take us to determine who would be the representative of any political or legislative philosophy," he said. "There might be 1,000 variations of the philosophy."

The Coad amendment was defeated by an overwhelming voice vote.

Interstate tax relief

Power of the states to tax interstate business would be restricted by a bill (S 2524) passed Thursday by the Senate. The bill goes to the House which is considering a similar measure.

The bill was based on business complaints that recent U.S. Supreme Court decisions have produced serious tax problems for firms selling across state lines. A number of amendments designed to restrict the scope of the bill were defeated in the Senate discussion.

CBS affiliates apprised of Sec. 315

CBS Inc. President Frank Stanton, in a wire to network affiliates immediately after House approval of an equal time amendment last week, expressed CBS' hope final action will come by the end of this week. He pointed out the House bill is narrower than a Senate-passed version and that congressmen were at odds as to whether a *Face the Nation* type show would be exempt.

"We believe that radio and television will be afforded the greater opportunity to serve the public during political campaigns if the bill which eventually emerges parallels the Senate version accompanied by a report . . . clearly adopting Congressman Harris' view that the exemption of news interview programs is intended to cover exemption of *Face the Nation* type of programs," he said.

NBC Board Chairman Robert W. Sarnoff hailed the House action as "a significant victory for the American people. It assures them of freedom to obtain political news coverage making use of the full potential of television and radio to carry the images and voices of candidates themselves. It upholds the freedom of the press, which is designed to protect the people's right to know. The new law is also a vote of confidence in the sense of fairness and responsibility of American broadcasters in covering the news. . . ."

Emergency personnel named by Commission

A list of 18 men who will train to take over executive functions of the FCC in the event that agency and its members and executives are wiped out in time of a national emergency has been released by the Commission.

The list—to be increased to 25—forms the FCC unit of the National Defense Executive Reserve, which is composed of former government officials and "qualified men in other branches of appropriate industries and professions" who will train for handling problems of their respective agencies during a national emergency. NDER was authorized by Congress in 1955 and activated in 1956.

The FCC unit list:

Warren E. Baker, former general counsel of the FCC, lawyer, Washington; Joseph E. Baudino, vice president, Westinghouse Broadcasting Co. Inc., Washington; Martin B. Campbell, member of Area Educational Tv Foundation, Dallas; F. Stanley Hoffman, business manager, Gettysburg College, Gettysburg, Pa.; James L. Howe, president and owner, WIRA Fort Pierce, Fla.; Harold R. Huntley, chief engineer, American Telephone & Telegraph Co., New York; Louis E. Kearney, communications engineer, Assn. of American Railroads, Chicago; Dr. Richard T. Mara, professor of science, Gettysburg College, Gettysburg, Pa.; Leonard H. Marks, lawyer, Washington.

John E. McCoy, vice president, Storer Broadcasting Co., Miami Beach, Fla.; Lt. Gen. Willard S. Paul (U.S. Army, ret.), president, Gettysburg College, Gettysburg, Pa.; Kempster Warren Pyle, general manager, KSIR Wichita, Kan.; Dr. George R. Town, director of engineering research, Iowa State College, Ames, Iowa; James P. Veatch, manager, RCA Frequency Bureau, Washington; A. Prose Walker, manager, engineering department, NAB, Washington; Vincent T. Wasilewski, manager, government relations department, NAB, Washington; Lawrence Webb, manager and director, Station Representatives Assn., New York; Jack S. Younts, president and general manager, WEEB Southern Pines, N.C.

The FCC and its executive reserve personnel will participate in mobilization maneuvers at an undisclosed location near Gettysburg, Pa.

The weeklong series of maneuvers is part of a training program begun last spring. A Conelrad radio-tv blackout April 17 was part of the program. Results of local, state and regional maneuvers and problems will be analyzed this week as mobilization personnel from government offices and industry volunteers meet at their emergency relocation points. Each mobilization group will report to the main relocation site of government, staffed by Office of Civil & Defense Mobilization.

THE NUMBER 1 NEWS STORY IN DENVER

RIFLEMAN 1
NAKED CITY 2
MAVERICK 3
LEAVE IT TO BEAVER 6
LAWMAN 7
ALCOA PRESENTS 9

KBTV
CHANNEL
9

PLACES SIX IN TOP TEN
SAYS NIELSEN FOR MAY

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JOHN C. MULLINS
President

JOE HEROLD
Station Mgr.

SEE YOUR
P G W COLONEL

CHANCES DIM FOR ACT REVISES

Senate amendments face House stymie

The Senate last week passed by "consent agreement" four amendments to the Communications Act, including one that would almost completely rewrite Sec. 309, governing action upon applications and protests of grants made without hearing. At the same time (Aug. 19), the Senate "passed over" (i.e., left on the calendar) three other amendments.

But Chairman Oren Harris (D-Ark.) of the House Commerce Committee, which would consider the four Senate-approved measures, said he had "no plans" to take up any of them in this session of Congress.

Most significant of the four approved bills was S-1898, which would change the procedure for applications, eliminate the present "McFarland Letter" (notification of necessity for hearing) and substitute for the present "protest" procedure (for grants made without a hearing) a procedure of "pre-grant objection" for parties in interest who oppose an application.

S-1898 is the result of a "horse-swapping" compromise between recommendations by the Federal Communications Bar Assn. and the FCC, the latter going along with FCBA after FCBA agreed to support a bill—among those passed by the Senate—giving the Commisison more discretion for use of its review staff in adjudication cases. This bill (S-1738) has been long supported by FCC members seeking relief from narrow restrictions on the use of the review staff. Three commissioners (John C. Doerfer, Robert T. Bartley, Frederick W. Ford) favor outright repeal of the restrictions.

The other bills approved by the Senate were S-1736, which would eliminate the oath or affirmation requirement for certain documents filed with the FCC, and S-1740, which would clarify FCC authority to regulate charges and services of common carriers in their use of microwave for radio communications just as wire services are regulated at present.

Bills passed over by the Senate would (S-1734) prohibit non-participants, as well as participants, in cases before the FCC from making off-the-record presentations to FCC members or hearing examiners concerning a case; (S-1735) repeal a law which allows FCC members to accept honorariums for speeches, appearances at meetings and some other functions; (S-1737) authorize the FCC to impose fines in the common carrier and safety and special fields for violations of FCC rules.

The Senate Commerce Committee report on S-1898 said that under the present post-grant protest procedure, lengthy proceedings are necessary after grants are made to vindicate them, even where there is no substantial basis for attacking the grants. Though protests are filed under oath, allegations may be based on information and belief and this encourages the filing of ill-founded protests, often on suspicion or less, the report said. It has also been intimated, the report said, that it's difficult for a protestant to persuade the FCC its original grant was wrong.

Under the amendment, an objector to the grant would file a "petition to deny," which must contain specific allegations of evidentiary facts, which, except for facts of which official notice is taken, must be supported by affidavits by persons with knowledge of the facts. After such petitions to deny and replies by the applicant, the FCC, if it still finds the grant in the public interest, must make the grant, deny the petitions and issue a concise statement disposing of each question brought up. Thus the petitioner to deny will have an adequate opportunity to urge error on appellate review, the report said.

If the petition to deny presents substantial question of fact or if the FCC otherwise finds it cannot make the grant without hearing, it must formally designate the application for hearing. The FCC may issue a McFarland Letter if it feels the case will be expedited that way. The report said the McFarland Letter requirement, however, is the "principal reason" for the increasing FCC workload backlogs.

Written into the amendment also is a requirement that the FCC may not make a grant for 30 days after an application is filed except in certain specific instances. The FCC is given authority to issue temporary authorizations not subject to the pre-grant procedure up to a total of 180 days when the public interest requires.

Midwest Daytimer—Aggressive market with good retail sales. Station grossing about $7,000 monthly. Priced at $105,000 for fixed assets only. $40,000 down payment.

Gulf Coast Daytimer—Owner-manager should easily increase billing immediate. Good real estate. Price $80,000.00. Down payment of $24,000.00.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

SPORTS EXEMPTION

New measure offered for antitrust relief

Sponsors of rival sports antitrust bills joined forces last week to back a new measure ignoring baseball but exempting professional football, basketball and hockey from antitrust laws.

An immediate move to send the bill

(S 2545) from the Senate Antitrust Subcommittee to its parent body, the Judiciary Committee, was blocked by Sen. John Carroll (D-Colo.). S 2545 was introduced by Sen. Estes Kefauver (D-Tenn.), chairman of the Antitrust Subcommittee, for himself and Sens. Thomas Hennings (D-Mo.) and Everett Dirksen (R-Ill.).

Signing as additional co-sponsors of S 2545 were Sens. James E. Murray (D-Mont.), Styles Bridges (R-N. H.), Jennings Randolph (D-W.Va.), Eugene J. McCarthy (D-Minn.), Thomas Kuchel (R-Calif.), Karl Mundt (R-S.D.), Henry Jackson (D-Wash.), Leverett Saltonstall (R-Mass.), and Hubert Humphrey (D-Minn.).

As in most other sports bills pending before Congress, it authorizes a radio-tv blackout within 75 miles of another team on the day of home games. S 2545 also exempts football, basketball and hockey from antitrust laws "within specific geographic areas"—but limits such area to five miles from the teams' home field or court.

It is this "geographic" exemption from antitrust laws, which in other bills is not so restricted, that has caused the greatest concern among the broadcasting industry with the possibility of a total blackout of free tv foreseen (BROADCASTING, Aug. 17). This provision, contained also in six House bills, is expected to receive a thorough airing during hearings within the next two weeks by the House Antitrust Subcommittee. A definite date has not yet been set.

Sen. Kefauver's subcommittee held hearings late last month (BROADCASTING, Aug. 3) on the two measures then pending in the Senate—his own bill S 886 and S 616, sponsored by Sens. Hennings, Dirksen and Kenneth Keating (R-N.Y.). Sen. Keating, who is not a co-sponsor of the new measure, said that he would seek to include an exemption for baseball in S 2545. He said it could "scare off" efforts to form a third major league and fails to protect baseball which "most needs to be protected." Sen. Carroll, in blocking the move to put the bill before the full committee, also said the bill should give all four sports the same treatment.

However, Sen. Kefauver said the subcommittee has been unable to arrive at an over-all bill dealing with all four sports—because of the minor league problem inherent only in baseball. Also, he pointed out, the Supreme Court already has ruled that baseball is exempt from antitrust laws. The new measure was introduced "to correct the inequity which has been created" by the court.

Cadillac area people earn more money, and —

WWTV COVERS MORE CONSUMER INCOME THAN YOU'LL FIND IN DELAWARE!

NCS No. 3 gives WWTV daytime weekly circulation in 86,090 homes, nighttime circulation in 106,130 homes in 36 Michigan counties.

It's true! Consumer income in 36 Northern Lower Michigan counties where WWTV has NCS No. 3 daily circulation, *both daytime and nighttime*, is higher than for the entire state of Delaware*.

To top it off, no other station even approaches WWTV's popularity in the important Cadillac market. The latest Pulse survey (Nov. 5-12, 1958) gives WWTV leadership *in 238 of 240 quarter hours, Monday through Friday* (noon-midnight)!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Consumer Spendable Income in Delaware is $857.2 million. The WWTV area has an income of $905.2 million.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
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316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
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THE MOVIE HEDGE

$4.1 million Fox deal closed for KMSP-TV

Sale of ch. 9 KMSP-TV Minneapolis-St. Paul to 20th Century-Fox Film Corp. for $4.1 million was announced last week (CLOSED CIRCUIT, Aug. 17; AT DEADLINE, July 27).

The purchase was made from National Theatres Inc., exhibitor chain at one time owned by Fox.

The Fox purchase follows within weeks the $3.1 million buy of KTVT (TV) and KDYL-AM-FM Salt Lake City by Columbia Pictures Corp. (BROADCASTING, Aug. 3, July 27). These stations were bought from Time Inc.

No Newcomer • This is not Fox's first venture into the television field. Up until last year it was associated with National Telefilm Assoc. in the NTA Film Network. This was terminated when control of NTA was bought by National Theatres.

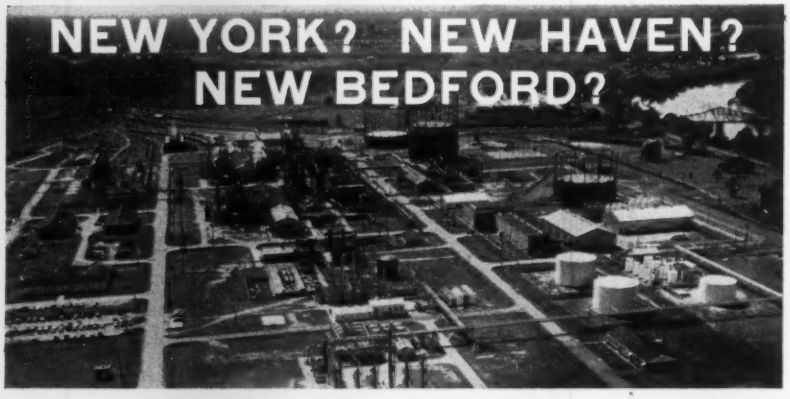
In the late 1940's, Fox was one of the leaders in a move to establish theatre tv frequencies. This was to be used to carry special events in motion picture theatre houses—similar to what is now being done via common carrier land lines and microwave.

The only other major motion picture producer actively engaged in tv station ownership is Paramount Pictures Corp., which has owned KTLA (TV) Los Angeles since 1947. Paramount for many years held a 26% interest in Allen B. DuMont Labs. which held licenses for tv stations in New York and Washington and also operated the DuMont Television Network.

Following FCC approval, Fox will pay $3.5 million in cash, with $600,000 to be assumed by the station in forward film commitments, according to Spyros Skouras, president of the movie firm, and Ely A. Landau, board chairman of NTA.

NTA acquired control of KMSP-TV in December 1957 when it bought 75% of the stock in United Television Inc. The remaining 25% was acquired from Loew's Inc. in February 1958.

NTA owns and operates WNTA-AM-FM-TV Newark, N.J., and National Theatres Inc., NTA's parent company, owns and operates WDAF-AM-TV Kansas City, Mo.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "Dixie Chemical Division, Commercial Solvents Corporation, Sterlington, Louisiana—Manufacturer of Agricultural Industrial Chemicals and Anti-Freeze."

Mutual gets first nod in its reorganization

Mutual Radio Network, which filed bankruptcy proceedings for the purpose of reorganization on July 1 [BROADCASTING, July 6], last Wednesday (Aug. 19) won creditors' acceptance of its payment plan in Federal District Court in New York. Judge Asa Herzog, Mutual's court referee, set Sept. 2 at 10 a.m. for the network's special counsel, Benjamin Weintraub, to introduce his written motion for formal confirmation of the plan.

Wednesday's court action was for the reporting on acceptances by Class I creditors. Mr. Weintraub reported the acceptance by Classes II and III on Aug. 12.

MBS' plan for payment of its debts, which piled up during a series of ownership changes in the past two years, required the approval of 51% of the creditors representing 51% of the money claims. In the class I group there were 195 proofs of claim, representing $1,633,646.72, filed by creditors, with 171 acceptances, representing $870,831.60, Mr. Weintraub reported.

Mr. Weintraub concluded his report by stating that Mutual's reorganization under Chapter 11 of the Bankruptcy Act "is one of the fastest in the history of this court."

Payments to creditors, due to start after Sept. 2, will be sent out by a distributor appointed by the referee and the network's legal counsel. MBS affiliates were advised in a special closed circuit message on Wednesday to report by Sept. 2 any discrepancy of payments due them on the basis of Mutual's financial statement of June 30.

Mr. Weintraub pointed out to the court that among the class I creditors filing acceptance was the F. L. Jacobs Co., Detroit, which last fall was the owner of Mutual. Alexander L. Guterma, currently under criminal indictment by two federal grand juries on charges raised by the Securities Exchange Commission investigation of his financial manipulations, was president of both Jacobs Co. and MBS.

Council, court switch policy; admit radio-tv

Two public agencies opposed to on-the-scene broadcast reporting opened their doors to radio-tv last week.

In Dallas the city council reversed its long-standing closed-door policy by a 5-4 vote. Gordon McLendon, KLIF

Dallas, said the action followed an aggressive editorial campaign based on the theme, "Secret meetings are exactly what Americans do not stand for." He added that "no Dallas newspaper had printed a word in protest over the years the council has carried on such practices."

Tv cameras were admitted to a murder hearing in West Covina, Calif., an outlying Los Angeles suburb, by Municipal Judge William P. Martin. Los Angeles stations shot sound-film footage of the preliminary hearing but were not allowed to show the judge's face.

Search for TIO chief gets Sept. 2 deadline

The search for a director for the new Television Information Office was narrowed to fewer than a dozen nominees last week and officials hoped the final choice will be made Sept. 2.

That's the date set for the next meeting of the Television Information Committee, headed by Clair R. McCollough, Steinman Stations, which last week screened the field from 20 names to approximately half that number after bringing it down from 67 three weeks ago (BROADCASTING, Aug. 10).

TIC also made what are expected to be final revisions in the program for TIO's all-industry public relations campaign under the yet-to-be-named director. The committee also was reported close to signing for TIO headquarters space in New York. Oct. 1 is target date for the TIO start.

TIC members present at last week's meeting, held Wednesday in New York, were Chairman McCollough and Kenneth Bilby, NBC; Roger W. Clipp, Triangle Stations; Michael Foster, ABC; Lawrence H. Rogers II, WSAZ-TV Huntington, W.Va.; Charles Steinberg, CBS-TV Network, Willard Walbridge, KTRK-TV Houston. Two members were absent: Wrede Petersmeyer, Corinthian Stations, and John Hayes, Washington Post Broadcast Div.

Attending for NAB were President Harold E. Fellows and John M. Couric, public relations manager.

Delegates prepare NBC Affiliates agenda

The annual meeting of NBC affiliates —radio and television—will be held Nov. 11-12 in New York.

Plans for the television phase were reviewed by NBC officials and members of the NBC-TV affiliates board of delegates at a meeting last Thursday and Friday (Aug. 20-21) at the Seaview Country Club, Atlantic City. The general affiliates' meeting will be held at New York's Plaza Hotel.

The board of delegates, headed by Jack Harris of KPRC-TV Houston, also was brought up to date on NBC-TV's new fall schedule and reportedly reacted with approval. Members were said to consider the schedule sound and the network's "totality of service" concept of rounded programming a "very good" one.

The board also initiated changes in its by-laws to take into account NBC-TV's elimination of the distinction between "basic" and "optional" affiliates. Under the new plan, representation on the board of delegates will be substantially the same as in the past but will be based on stations' network rates.

The NBC delegation was headed by Chairman Robert Sarnoff and President Robert Kintner.

WBC sales curve up in both radio & tv

Total gross sales of Westinghouse Broadcasting Co. were 10% ahead in radio and 6.3% in tv for the first six months of 1959 compared to the previous like period.

Westinghouse's gains in radio-tv revenue were reported by WBC's Sales Vice President A. W. Dannenbaum Jr. He also reported an overall 18.2% increase over 1958 in the number of new accounts using radio and tv. National spot business at WBC was up 14.1% in tv for the six-month period while local billings "overcame the January-February soft market to climb to a 19.1% gain for June."

Tv sales in June at WBC were up 12.7% over the same month of a year ago and radio sales at an all-time high with a 3.4% increase over the previous high month (May). The figures come from a mid-year sales report.

Storer managers plan Sept. program meet

Storer Broadcasting Co.'s radio program managers assemble in Detroit Sept. 3-5 for a review of programming administration. In attendance will be Roy Schwartz of WIBG Philadelphia; Frank Gaal of WJBK Detroit; Bob Martin of WJW Cleveland; Sam Elber of WGBS Miami; Jack Williams of WSPD Toledo, and Paul Myers of WWVA Wheeling, W.Va.

*

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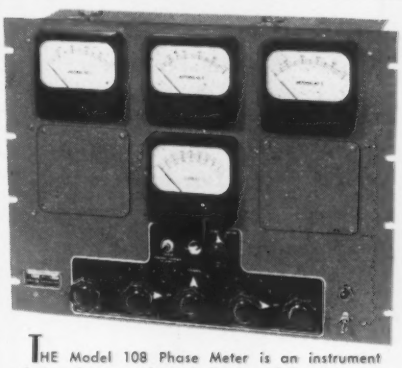
MODEL 108-E

*



THE Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

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FOR FURTHER INFORMATION WRITE DEPT. B

Changing hands

Announced • *The following sales of station interests were announced last week, subject to FCC approval:*

• KMSP-TV Minneapolis, Minn.: Sold by National Telefilm Assoc. Inc., New York to 20th Century-Fox Tv Inc. for $4.1 million, the company's first station buy (see separate story, page 72). KMSP-TV is on ch. 9.

• WGRD Grand Rapids, WTRU Muskegon, both Michigan: Negotiations in progress for sale to William H. Rich and Alistair Bradley Martin (each 50%) by Music Broadcasting Co. for $500,000 cash plus assumption of $76,000 in liabilities. Messrs. Rich and Martin each own 50% of WPIC Sharon and WMGW Meadville, both Pennsylvania. Broker is Hamilton, Landis & Assoc. WGRD is on 1410 kc with 1 kw, day. WTRU is on 1600 kc with 5 kw, directional night.

• WHTN Huntington, W.Va.: Sold by Cowles Broadcasting Co. to Wayne Geyer, Chicago businessman, for a total consideration in excess of $100,000. Cowles is retaining WHTN-TV there. Broker was Blackburn & Co. WHTN is 1 kw daytimer on 800 kc and is affiliated with ABC.

• WMMT McMinnville, Tenn.: Sold to The Regional Broadcasting Corp. (KLOV Loveland, Colo. [William R. Vogel]) by McMinnville Broadcasting Co. (Sam J. Albritton, president) for $82,500. The sale was handled by Paul H. Chapman Co. WMMT is on 1230 kc with 250 w and is affiliated with CBS.

• KRWC Forest Grove, Ore.: Sold by F. Demcy Mylar and Robert N. Kines to Triple G Broadcasting Co. for $47,500. Triple G comprises Lester L. and Dorothy R. Gould, each 25%; Leroy A. Garr, 25% and Esther L. Plotkin, 25%. Mr. Gould formerly owned KFMA Davenport, Iowa. Transaction was handled by Jack L. Stoll & Assoc. KRWC is 1 kw daytimer on 1570 kc.

Copter crash • This was the scene after the WPEN Philadelphia helicopter crashed returning from a traffic patrol this month. The damage bill: $25,000. WPEN used an airplane for the traffic reports until it obtained a new helicopter.

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Yes, we're only too happy to give you the names of hundreds of station owners all over the country who have successful transactions performed through the nationwide offices of Blackburn & Company.

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Stanley Whitaker
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JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Shareholders okay Transcontinent split

Stockholders of Transcontinent Television Corp. last week voted unanimously for a 2-to-1 stock split and an additional increase of 500,000 in the number of authorized shares. This brings total authorized shares to 1.52 million.

Prior to the split, Transcontinent stock carried a par value of $10. The new stock will have a par value of $5. Transcontinent stock has no established market value as there is no open trading of it.

Transcontinent stations are WGR-AM-TV Buffalo, N.Y.; WROC-TV Rochester, N.Y.; KFMB-AM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif.; 60% of WNEP-TV Scranton-Wilkes-Barre, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va. (The Harrisonburg stations have been sold to *Washington*, (D.C.), *Evening Star* WMAL-AM-FM-TV Washington, subject to FCC approval.)

Broadcast subsidiary for Columbia Pictures

Columbia Pictures Electronics Co. a new Columbia Pictures subsidiary will operate the parent's broadcast acquisitions in Salt Lake City (KTVT [TV], KDYL-AM-FM), Abraham Schneider, president of Columbia Pictures, announced last week. Columbia bought the stations from TLF broadcasters, wholly-owned subsidiary of Time Inc., for over $3.1 million (BROADCASTING, Aug. 3).

Norman Louvau, who represented Columbia Pictures in negotiations for the transfer of the stations' ownership, is vice president and general manager and will serve as administrative head of the subsidiary. He joined Columbia last April after a 12-year association with KRON-TV San Francisco. Mr. Schneider will serve as president of Columbia Pictures Electronics, Leo Jaffee as first vice president, Nathan Cohn, John Mitchell and Jerome Hyams as vice presidents, Burton Hanft treasurer and Russell Karp secretary. On the board are Messrs. Schneider, Jaffee, A. Montague, Louis J. Barbano, Mitchell, Hyams, Hanft, Cohn and Paul N. Lazarus Jr. Screen Gems is Columbia's tv film-making subsidiary.

Net up 228% over '58 Metropolitan reports

Reporting on Metropolitan Broadcasting Co.'s midyear financial status, John W. Kluge, president, said Thursday (Aug. 20) that a 19.2% increase in gross revenues shot net earnings up 228% over the first half of 1958.

While Metropolitan's gross revenues (including WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK-AM-FM Cleveland) rose from $6,774,437 in the first half of 1958 to $8,074,896 for the period ending July 5 this year, Mr. Kluge said, net earnings rose to $1,004,252 from last year's $306,194. The 1959 mid-year earnings were equal to 65 cents per share on 1,546,512 shares outstanding compared with 20 cents per share on 1,541,137 shares outstanding in 1958.

The company's tv outlets were credited in part for the improved earnings picture. Whereas both showed losses last year, they've both returned profits in 1959.

WNJR
negro radio for
metro new york

Addenda to tv data

In listing individual tv market data in connection with the FCC financial figures on television in 1958 (BROADCASTING, Aug. 17), some explanatory footnotes were omitted. These should be added to the first table on pages 56-58:

[1] Time sales for national and regional advertisers as well as local sponsors are before commissions to agencies, representatives and others.

[2] Total broadcast revenues consist of total time sales less commissions plus talent and program sales.

[3] Total broadcast revenues are before federal taxes.

CR—Denotes loss.

#—Not all stations in this market operated a full year during 1958.

*Data not published for groups of less than 3 stations.

Note: 1957 time sales data for New York City market revised to reflect reporting errors detected too late to be included in 1957 report. Revised 1957 data for New York as follows: national and regional advertisers and sponsors—$35,778,604; local advertisers and sponsors—$10,876,406.

Katz announces CBS-TV 'Workshop'

In his first official act since taking over the top programming post at CBS-TV, Oscar Katz, vice president, network programs, last week revealed the network's plan to set up a new live dramatic workshop.

The new workshop will encourage and develop writing, performing and directing talent. The experimental project has the title of "CBS Television Network Drama Workshop" and will be supervised by William Dozier, who is CBS-TV's vice president, programs, Hollywood.

The workshop's dramas will be taped at Television City in Hollywood. Of one-hour length, the programs may be offered as regular season network fare or as summer replacements.

CBS-TV noted that the drama workshop announcement was one result of conferences in Hollywood which were attended by Louis G. Cowan, network president, with Messrs. Katz and Dozier. Mr. Dozier, it was explained, soon will announce the project's production staff.

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your product because we've evaluated, served and sold this multi-million market since 1922. Our audience has confidence in us — and in the products we advertise.

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to eardrums receptive to sensible music and news. No "guitar-string fatigue" in our audience. They expect *better* things and they *get* it.

WJAR SELLS

through air salesmen, not beatniks; through sound programming, not panic buttons; through sales-producing promotions.

Any *better* reason for selecting *any* station?

..BUY WJAR

and BENEFIT!

Sister station of WJAR - TV
Represented proudly by Edward Petry & Co.

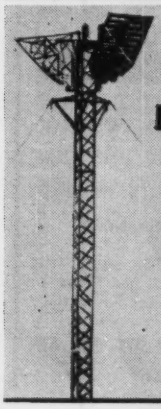
FOUR TIMES YOUR MONEY'S WORTH

In Shreveport, one of America's fastest growing markets, you get a lot more for your money when you specify KTBS-TV, Channel 3.
All Nielsen surveys show KTBS-TV the dominant station in a market over four times larger than Shreveport's metropolitan area in population and income. Here is coverage that really counts — 1,318,600 people with $1,661,784,000 to spend.

Ask your Petry man for the story on the FULL Shreveport market. You'll find KTBS-TV not only gives you your money's worth, but more, lots more.

CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA

NBC ABC E. Newton Wray, Pres. & Gen. Mgr.



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FATES & FORTUNES

Broadcast Advertising

MR. BLAUHUT

• DON BLAUHUT, radio-tv director at Parkson Adv., N.Y., and formerly with Edward Kletter Assoc. in similar position, and LLOYD DURANT, formerly president of Commercial Telecast Networks Inc., and previously with Compton Adv., that city, named vps and radio-tv directors at Parkson, west and east coast, respectively.

MR. DURANT

• ANSON C. LOWITZ, formerly vp and account supervisor at Ted Bates, N.Y., to Doherty, Clifford, Steers & Shenfield, that city, in similar capacity.

• RALPH ROSENBERG JR., formerly copy group head at Lennen & Newell, N.Y., to Reach, McClinton & Co., that city, as vp and copy director.

• JOHN M. ROLFE, vp and member of creative staff at Foote, Cone & Belding, Chicago, appointed creative director of agency's San Francisco office. Mr. Rolfe has been with FC&B for 17 years, and has guided creative planning for Kraft Food, Paper Mate Pens, Zenith Radio Corp., and other accounts.

• JOSEPH R. DEL PAPA promoted from radio-tv copywriter to radio-tv copy chief at Erwin Wasey, Ruthrauff & Ryan, Chicago.

• HOWARD M. PAUL, copy chief at Stern, Walters & Simmons, Chicago, joins Van Handel Adv., Milwaukee, as marketing coordinator.

• FLOYD G. SEASE JR., formerly account executive at Grant Adv., Dallas, and ROBERT A. NIEMI, formerly with N.W. Ayer & Son, Detroit, to Detroit office of Kenyon & Eckhardt as account executives.

• JEROME WESSON, formerly advertising manager for Fisher Radio Corp., Long Island City, N. Y., to Pike & Becker, N.Y., as account executive.

• GENE F. MURRAY, formerly with Al Maescher Adv., St. Louis, to Gardner Adv., that city, as creative-contact copy executive.

• RUTH BABICK, formerly chief timebuyer at Earle Ludgin & Co., Chicago, to Clinton E. Frank, that city, as radio-tv timebuyer.

• JACK DUVALL, formerly advertising director of A. O. Smith Corp., Milwaukee, building and construction materials manufacturer, to Charles Bowes Adv., L.A., as account executive.

• NORMAN B. SMITH, 67, advertising manager of Sunshine Biscuits Inc., Long Island City, N.Y., since 1948, died of heart ailment Aug. 14 in Point Pleasant, N.J.

• FRAN RILEY, of MacColl-Riley Assoc., N.Y., assumes title of director of public relations of Premium Adv. Assn. of America, that city, whose account her firm will handle.

• MARTIN JACKSON, formerly with Mel Richman Assoc., Phila., to Lavenson Bureau of Adv., that city, as executive art director.

• RAY BIMONTE, copywriter and assistant supervisor at Cunningham & Walsh, N.Y., to Compton Adv., that city, as copywriter.

The Media

MR. WALKER

• FRED E. WALKER, vp and general manager, WTTM Trenton, named general sales manager of KYW Cleveland, Westinghouse Broadcasting Co. station. He had been director of publicity and public relations of WPTZ (TV) Philadelphia (then WBC's tv outlet there) from 1952-55. LESLIE BIEBL, executive director of KYW-FM, named public affairs director for KYW-TV. GENE GODT, formerly promotion, publicity and pr director at WCCO-TV Minneapolis, to KYW-TV as advertising-promotion manager succeeding E. ROBERT NASHICK who resigned to take similar position with KTLA (TV) Los Angeles.

• JOHN H. KLINE, formerly account executive with WCAU Philadelphia promoted to general sales manager, succeeding late JOHN S. DERUSSY, who died June 27. Mr. Kline was previously in merchandising and sales capacity with George A. Hormel Co., Austin, Minn.

• EUGENE H. ALNWICK, with sales department of MBS since 1957, appointed to new post of director of sales administration. ROGER O'CONNOR, sales manager of WCAE Pittsburgh and RICHARD G. KOENIG, tv sales rep with Peters, Griffin, Woodward, N.Y., join MBS Sept. 1 as senior account executives. PAUL T. MURRAY and DOUGLAS BROWN, formerly account executives with Daren F. McGavren and Headley Reed, respectively, to MBS in similar capacity.

MR. GUILD

• RALPH GUILD, eastern division manager of Daren F. McGavren, station rep., named executive vp. Mr. Guild joined McGavren in 1956, with responsibility of establishing eastern office. He was previously part owner and manager of KROY Sacramento, Calif.

• JAMES S. PFAFF appointed sales manager of WSOC-AM-FM Charlotte, N.C. JAMES M. MARTIN, formerly with WIST, that city, named production manager.

• LIONEL COLTON, account executive with Walker-Rawalt Co., N.Y., radio-tv station rep, named vp and transferred to Chicago office where he will be in charge of firm's mid-west operations.

• ROY E. NILSON, formerly program manager of WHOO-AM-FM Orlando and WALT Tampa, named station manager of WKKO Cocoa-Cape Canaveral, all Florida. Other WKKO appointments: ROBERT CURRIE, formerly announcer with WALT, and MAX LEE as air personalities.

• ROY H. HOLMES, formerly with national sales staff of WPAT Paterson, N.J., to Quality Music Stations as general sales manager. He will headquarter in New York offices of QMS' national rep, Walker-Rawalt.

• DONALD E. CARTWRIGHT, assistant manager of KSUB Cedar City, Utah, named manager. He has also been chief engineer and program director there.

• W. GORDON ALLEN, owner of KGAY Salem, Ore., assumes duties of manager, following resignation of ARNE G. PETERSON. JIMMY JONES appointed sales manager.

• DEAN BEHREND, formerly assistant to supervisor of sales development ot WPIX Inc., N.Y., to WCBS-TV New York as supervisor of sales development.

• BRUCE MCLEAN, account executive with KOWN Escondido, Calif., named sales manager.

• BILL CARTER, formerly with KIVY Crockett, named program manager of KTRE-AM-TV Lufkin, succeeding MARK KENNADY, who resigned. RICK FULGHAM, formerly with WACO Waco, to KTRE, all Texas.

• WILLIAM C. KING Jr., chief engineer of WVEC-AM-TV Hampton, Va., and LAWRENCE W. KLIEWER, operations manager, named vps, engineering and operations, respectively.

MR. CONNOLLY

• JOSEPH T. CONNOLLY, 47, former vp and general manager of WCAU - AM - FM Philadelphia, died in that city Aug. 17 of pneumonia and resultant complications. He had been with WCAU since 1940, serving in news, advertising, promotion and publicity departments, and was appointed general manager last year. Mr. Connolly was also 1955-56 president of Pennsylvania Assn. of Broadcasters and board member of Broadcast Pioneers.

• TOM COUSINS promoted from promotional assistant to director of promotion and publicity of WCCO-TV Minneapolis-St. Paul, succeeding GENE GODT, who resigned. Other WCCO-TV appointments: BILL CARLSON from WCCO radio program staff to promotion department; JOE BARTELME, news editor, to associate news director, succeeding BOB SHAFER, who resigned; CHRISTIAN HANSEN, formerly with KAUS-TV, Austin, Minn., and JIM BUCHAN, formerly with KOA-TV Denver, to news staff as writer-reporters.

• CLAIRE BEHAN promoted from member of production staff of KEYT (TV) Santa Barbara, Calif., to production manager.

MR. PETERSON

• DALE PETERSON, formerly general manager of KRHM(FM) Hollywood, named general sales manager of KPOP Los Angeles, which was acquired by Storer Broadcasting Co. in July. Mr. Peterson was previously manager of KPRO Riverside, Calif.

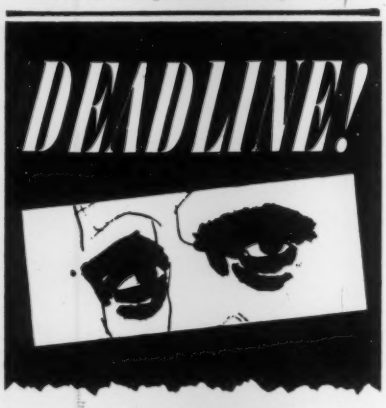
• JIM WILLIAMS, announcer with KUDU-AM-FM Ventura, promoted to program director. Other KUDU appointments: DAVID LAVENDER, account executive, to commercial manager; FRANK FROLIC and BOB MOHR, formerly with KACY, Port Hueneme, as announcer-salesman; CHUCK FRANKLYN from KACY as newsman; JACK SANDS, air personality, from KAHI Auburn; TOM MCCONNELL, account executive, joins KUDU from KRKC King City, all cities in California.

• JOSEPH E. BAUDINO, Westinghouse Broadcasting Co., and DANIEL W. KOPS, WAVZ New Haven, Conn., were named co-chairmen of NAB's Editorializing Committee by NAB President Harold E. Fellows. Other members are JOHN F. DILLE Jr., WSJV-TV Elkhart, Ind.; EUGENE B. DODSON, WTVT (TV) Tampa, Fla.; SIMON GOLDMAN, WJTN

Squeegee's Mail proves the
Community Coverage
of
KWTV
OKLAHOMA CITY
Squeegee, star of the BIG 9 Circus, received mail from more than 100 towns in the KWTV Community, over an 8 month period . . . representing requests to appear on his show, and resulted in more than 10,000 youngsters coming to the studios of KWTV. Proof of KWTV's Community Coverage!
CBS
See your PETRYman
BUY the TOWER with SALESpower in Oklahoma!

RELIGIOUS
PUBLIC SERVICE
PROGRAMMING
FREE
For Radio and TV Stations
Two 13-week, 15-minute series on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and TV stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

Write for Audition Print or Tape
THE BACK TO GOD HOUR
10858 S. Michigan Ave., Chicago 28, Ill.



CHAIN REACTION!

14 years after Hiroshima mission, guilt-ridden flyer commits crime against society!
— The Fort Worth Star-Telegram

Starring PAUL STEWART

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY
FLAMINGO TELEFILM SALES, Inc.
221 W. 57 ST. • N. Y. 19, N. Y. • JU 6-7040

Jamestown, N.Y.; ROBERT T. MASON, WMRN Marion, Ohio; LAWRENCE H. ROGERS II, WSAZ-AM-TV Huntington, W.Va.; LEE RUWITCH, WTVJ (TV) Miami, and BEN STROUSE, WWDC Washington.

• RALPH EDWARDS, WWGS Tifton, was elected president of Georgia Assn. of Broadcasters at its closing session Aug. 18, held at Jeykll Island. He succeeds FRANK GAITHER, WSBA Atlanta. Other officers elected were GEORGE PATTON, WBML Macon, first vp; PAUL REID, WBHB Fitzgerald, second vp, and J. W. HICKS, WRDW-TV Augusta, secretary-treasurer. Directors elected were C. A. MCCLURE, WGBA Columbus; H. RANDOLPH HOLDER, WGAU Athens; ROSCOE LEAFORD, WVOP Vidalia; HUGH K. TOLLISON, WGIG Brunswick, and Mr. Gaither. (See story page 44).

MR. IRVINE

• JACK IRVINE, formerly vp and general manager of Sheldon Sackett stations (KROW Oakland, Calif., KVAN-AM-TV Vancouver, Wash. and KOOS-AM-TV Coos Bay, Ore.) and previously sales manager of KULA Honolulu, rejoins KULA as vp and assistant manager.

• OMAR F. ELDER JR., ABC-TV New York general counsel, named chairman of 1959-60 NAB Copyright Committee by Harold E. Fellows, association president. Other committee members are: THOMAS P. BASHAW, KFH Wichita, Kan.; CHARLES A. BATSON, WIS-TV Columbia, S.C.; ROBERT M. BOOTH JR., Washington attorney; IAN A. ELLIOT, KATL Miles City, Mont.; ROBERT V. EVANS, CBS-TV; LEONARD H. HIGGINS, KTNT-TV Tacoma, Wash.; PHILIP G. LASKY, Westinghouse Broadcasting Co.; DOUGLAS L. MANSHIP, WBRZ Baton Rouge, La.; HARRY R. OLSSON JR., NBC; GUNNAR O. WIIG, WROC-TV Rochester, and J. PATTISON WILLIAMS, WING Dayton, Ohio.

• FRANK WOODRUFF, formerly director of promotion and research, Peters, Griffin, Woodward and previously account executive at Dancer-Fitzgerald-Sample, N. W. Ayer and Campbell-Ewald agencies, has organized Barnaby & Assoc. The firm, located at 414 East 50th St., New York, will provide creative promotion and research services to broadcasters and advertisers.

• JOHN J. CASSIN JR., account executive with WRCA-TV New York, to WABC-TV, that city, in similar capacity.

• RICHARD C. DREYFUSS, film director with KDKA-TV Pittsburgh, named sales account executive.

• SID SIRULNICK, producer and writer with WNTA Newark, N.J., named production manager, succeeding LEE ARNOLD, now announcer with WNTA-AM-FM-TV.

• KNOX MANNING, special assistant to Assistant Secretary of Commerce for international affairs, Washington, and previously NBC news commentator, to head new west coast office of Tex McCrary Inc., New York pr firm, at 9908 Santa Monica Blvd., Beverly Hills, Calif.

• WILLARD FRAKER joins WMBR-AM-FM Jacksonville, Fla., as director of Tempo Store broadcasting and am account executive. LAWRENCE F. PATRICK promoted from newsman to news director. PAUL MILLS, newsman, joins parent company, WWDC-AM-FM Washington in similar capacity.

• RAYMOND F. KOHN, general manager of WGMS-AM-FM Washington and founder and major stockholder in WFMZ (FM) Allentown, Pa., named manager of National Symphony Orchestra, Washington, succeeding RALPH BLACK, who resigned.

• RICHARD M. WALKER, formerly account executive and media coordinator with Harris & Weinstein Assoc., Atlanta advertising agency, joins Clarke Brown Co., that city, station rep, as account executive.

MR. HALEY

• ARTHUR E. HALEY, formerly executive vp and general manager of WORL Boston, appointed general manager of WEZE, that city. Mr. Haley started in radio in 1947 with WBMS Boston.

• STEPHEN M. SALONITES, formerly senior account executive with American Research Bureau, N.Y., to Television Personal Interviews Inc. (ratings), that city, as sales manager of national operations.

• ROBERT M. REED, formerly production manager of WETV (TV) Atlanta educational station, joins WHA-TV Madison, U. of Wisconsin etv outlet, as producer-director.

• DON MCKEEN named program director of KLIN Lincoln, Neb. BOB ZENNER, formerly with KSOO Sioux Falls, S.D., appointed KLIN sports director.

WNJR
negro radio for metro **new york**

• RON SHOOP promoted from member of sports department to sports director of KRNT-AM-TV Des Moines, Iowa.

• BRYANT SMITH, formerly with KWIZ Santa Ana, and ELLIOTT B. BEHRENS, formerly with KROW Oakland, join sales staff of KIDD Monterey, all California.

• DOUG MOORE, newscaster with KFMB San Diego, to KFSD-AM-FM, that city, in similar capacity.

• LOUIS ADLER, formerly newsman with WESB Bradford and WICU Erie, both Pennsylvania, to news staff of WCBS-AM-FM New York.

• TED GIOVAN, formerly with Walker-Rawalt Co., station rep, and previously timebuyer at Leo Burnett, Chicago, to The Branham Co., same city, as radio time salesman.

• HARRY VOLKMAN, weathercaster with KWTV (TV) Oklahoma City, to WNBQ (TV) and WMAQ Chicago in similar capacity effective Aug. 31.

• L. GREGORY CHRISTIAN, formerly station manager of WTOM-TV Lansing, Mich., and ALBERT M. FIALA, JR., formerly commercial manager of WROW Albany, N.Y., to tv and radio staffs, respectively, of CKLW-AM-FM-TV Detroit-Windsor, Ont., as account executives.

• ROBERT MCGINNITY joins Thomas F. Clark Co., radio rep, N.Y., as time salesman.

• GENE KLINE, formerly general manager of WLEU Erie, Pa., joins sales department of WSTV-TV Steubenville, Ohio.

• BILL LAWS, member of publicity-promotion staff of KEWB Oakland-San Francisco, appointed to sales staff.

• CHARLIE KING, formerly local sales manager of KARD-TV Wichita, Kans., to KTRK (TV) Houston as account executive.

• RODNEY L. WISE joins sales staff of WCAE Pittsburgh.

• PETE WATKINS joins Gill-Perna, station rep, N.Y., as account executive.

• BETTY ANN HUDSON, assistant to general sales manager of KLAC Los Angeles, adds duties of promotion and publicity director.

• JAMES HADDOCK, graduate of Northwest Schools, Portland, Ore., joins KWIN Ashland, Ore., as announcer and copywriter. Other Northwest graduates: JACK BOONSTRA to KAVE-TV Carlsbad, N.M., as cameraman and floorman; RONALD MCCORMICK to KVIP (TV) Redding, Calif., as news cameraman.

MR. AMYX

• ANDY AMYX, promotion manager of WTVH (TV) Peoria, Ill., to WFGA-TV Jacksonville, Fla., in similar capacity. He was previously Field Scout Executive and pr advisor with Boy Scouts of America.

• GOMER LESCH, program director of WFMY-TV Greensboro, N.C., resigns to join Church Administration Dept., Southern Baptist Sunday School Board, Nashville, Tenn., as pr consultant.

• JAMES H. FULLER, formerly advertising manager of *Sponsor*, joins sales staff of Robert E. Eastman & Co., N.Y.

• JACK KNELL, formerly news director of WBT and WBTV (TV) Charlotte, N.C., appointed head of radio-tv department of Leland Powers School, Boston.

• DON OSBORN, air personality of WIRL Peoria, Ill., to KQEO Albuquerque, N.M., in similar capacity.

• TERRY BRENNAN, former Notre Dame head coach, signed by WGN Chicago as announcer of its college football "game of the week."

• MARLEN HAGER joins WTRL Bradenton, Fla., as chief engineer and newscaster.

• NICHOLAS DIPIETRO, who has conducted *Italian Concert* program on WWRI Warwick, R.I., for past three years, continues with that station. Due to misunderstanding on part of WYNG Warwick-East Greenwich, it was erroneously reported that Mr. DiPietro had left WWRI to join WYNG.

• BART TOLLESON, formerly news director, production manager and air personality of KMUR Murray, Utah, joins KDYL Salt Lake City as account executive.

Programming

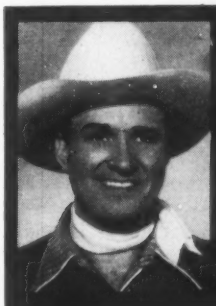
• ROBERT E. STUART, formerly vp of Clarke Brown Co., Dallas (regional radio and tv station rep), to CBS Films Inc., that city, as account executive.

• MILTON RICH, formerly director of press relations WCBS New York, to CBS-TV as editorial associate on staff of new *Person to Person* show.

• WILLIAM HARMON, formerly with Security Films, Hollywood, named producer of *Betty Hutton Show* series set to premiere on CBS-TV Oct. 1 (8-8:30 p.m. PDT).

• PHILIP BESSER, program director with Independent Television Corp., N.Y., named production coordinator (east). HERB LAZARUS, sales planning manager, named ITC sales coordinator.

• CLIFF (CHARLIE WEAVER) ARQUETTE



GENE AUTRY
starring in 56 HOUR FEATURES
ROY ROGERS
starring in 67 HOUR FEATURES

REALLY ROUNDIN' UP RENEWALS

	Originally bought	Renewed in 1959
WCCO-TV Minn.-St. Paul	2 runs	5 Year Profit Plan
KPRC-TV Houston	6 runs	5 Year Profit Plan
WHIO-TV Dayton	3 runs	5 Year Profit Plan
WFBM-TV Indianapolis	4 runs	5 Year Profit Plan
WSLS-TV Roanoke	2 runs	5 Year Profit Plan
WTVM Columbus, Ga.	3 runs	5 Year Profit Plan
WATE-TV Knoxville	2 runs	5 Year Profit Plan
KOB-TV Albuquerque	3 runs	5 Year Profit Plan
KVOO-TV Tulsa	4 runs	5 Year Profit Plan
WFLA-TV Tampa	3 runs	5 Year Profit Plan

and many, many more!

...and really rackin' up raves:

"Great ratings, highest in the city . . . have signed for five more years." WTVM, Columbus, Georgia, April 6, 1959.

"For almost two years now . . . they have been eminently successful." WCDA-TV, Albany-Troy.

mca
TV FILM SYNDICATION

"I DO MY BEST WORK AFTER DARK" . . .

THAT'S RIGHT A

54%

INCREASE IN AUDIENCE
6 PM TO MIDNIGHT
OVER 1958

We've wooed . . . and won . . . the Golden Spread with full power and bright new programming . . . See your Bolling man.

KVII-TV
AMARILLO, TEXAS
C. R. "Dick" Watts
Vice-President and
General Manager
abc

Chief 'Smoke Signals' • The Indians were using the air for their own communications long before the palefaces, so there was no need to change terminology when the Pocatello (Idaho) Chieftains tribe gave Idaho native Rosel H. Hyde (r) this new name, a war bonnet and citation during a Rotary Club luncheon ceremony. Comr. Hyde addressed the Rotarians and received the honor from the Chamber of Commerce for his "honesty, integrity and wisdom as a member of a council of seven charged with regulation of the communication smoke signals," which "unites the tribes" and keeps "one smoke signal to a hilltop." Chief Henry H. Fletcher, KSEI Pocatello, is reading the citation. Behind him are the chamber's president, Stan Day, and Rotary President Norman V. Stedtfeld.

CRC Salutes

MEREDITH STATIONS

WOW AM-TV (Omaha)
KCMO (Kansas City)

upon their recent purchase of CRC station jingle series 8, 10 and TV-1. Leaders look to leaders for professional assistance!

COMMERCIAL RECORDING
P.O. BOX 6726
DALLAS 19, TEXAS
PHONE RI 8-8004
TOM MERRIMAN
president
BOB FARRAR
vice president
DICK MORRISON
general sales manager

signs three-year contract with Don Fedderson Productions, Hollywood, to star in tv series.

• PHILIP G. PETERSON, JOHN E. KARR and RUSSELL HUDSON named eastern, central and western division managers, respectively, of Community Club Services Inc., N.Y.

Equipment & Engineering

• AL BROWDY, chief engineer of KCOP (TV) Los Angeles since 1956 appointed director of engineering and industrial relations for radio-tv for Broadcast Div. of Nafi Corp. Nafi owns KPTV (TV) Portland, Ore., and has bought, pending FCC approval, KCOP and KOBY San Francisco. For other Nafi appointment, see WEEK'S HEADLINERS, page 10.

• DR. WILLIAM M. WEBSTER, administrative engineer on vp's staff at RCA Labs., N.Y., named director, Electronic Research Laboratory.

• DOUGLAS MACLATCHIE, tv manager of Los Angeles office of Avery-Knodel Inc., has resigned effective Sept. 1 to join PlanPrint Inc., design engineers for industry. He will set up national sales organizations and develop advertising and promotion for new company in Chalfont, Pa., but later will headquarter in Los Angeles.

Government

• NORMAN R. HAGEN, 52, public information coordinator of U.S. Weather Bureau died following heart attack in Washington, Aug. 15. His wife, Ann Sullivan Hagen, heads radio-tv section of U.S. Information Agency.

International

• ROBERT L. DUNSMORE, Montreal businessman, elected chairman of board of directors of Canadian Broadcasting Corp. to take some of workload from CBC President J. A. OUIMET, who has just returned after six months' illness. CHARLES W. LEESON, Stratford, Ont., named vice-chairman of board. Both Mr. Dunsmore and Mr. Leeson will confine duties to CBC board meetings, with management left in hands of Mr. Ouimet and his staff. Mr. Ouimet remains chairman of five-member executive committee of CBC.

• MICHAEL HICKS, recently named managing director of BBDO, Toronto, elected vp.

• WILLIAM H. PINCHIN, executive vp of Pillsbury Canada Ltd., bakery products, elected president.

WESCON FEATURES SATELLITES

Explorer VI steals spotlight at opening; stereo stars at single broadcast session

A question and answer session between San Francisco's Cow Palace and Explorer VI then about 15,000 miles above Africa, provided a dramatic opening ceremony for the 1959 Western Electronic Show and Convention held Tuesday through Friday Aug. 18-21.

The brilliance of the outer space quiz show was only slightly tarnished by the faulty human element when someone pulled the wrong plug or pushed the wrong button shutting off the reply in the final stage of the process between Los Angeles and San Francisco where the teletype circuit was bringing the message from the satellite to the 30,000 engineers and scientists at this year's WESCON.

WESCON's greeting had travelled via telephone and twx lines from the Cow Palace to the Space Navigation Center in Los Angeles and then by radio-telephone to the satellite tracking station in Jodrell Bank, England, where the U. of Manchester's 250-ft. radio telescope shot the WESCON query directly to Explorer VI as it orbited thousands of miles in outerspace. That signal, reaching Explorer VI actuated the satellite's transmitter which sent back telemetered information on twelve experiments carried in the "paddle wheel" space vehicle.

This information was received at Jodrell Bank and transmitted to the Space Navigation Center where a huge computer "translated" the information into English to a punched tape for twx transmission to the waiting scientists at Cow Palace. At this point the human factor intervened and there was a 15-minute delay before the message from space was finally received.

Situation Normal • Otherwise, WESCON followed its usual pattern. Engineers in record breaking numbers traversed the aisles of the Cow Palace where more than 800 companies filled 975 booths with displays of the newest products of the electronic age, and attended the 42 technical sessions. Each session comprised the presentation of three technical papers and a discussion by a panel of experts.

Among such esoterica as ultrasonics and medical electronics the single session devoted to broadcasting would have seemed absurdly old fashioned if it had not been exclusively concerned with stereophonic broadcasting. Included were papers on "An Optimized Compatible Am Stereo Broadcast System"; "A Stereo System for Am Stations"; and "Fm Multiple Stereo Receivers."

The panel members were: R.N. Harmon, Westinghouse Broadcasting Co., D.G. Fink, Philco Corp., C.J. Hirsch, Hazeltine Research Corp.; N.W. Parker, Motorola, and R.M. Morris, ABC.

Award Winners • The eighteen winners in the first WESCON industrial design competition, announced on the opening day and displayed in a special exhibit at the show, included awards of excellence to: Ampex Corp., for a Fr-300 digital tape handler; Frank T. Walsh, the scientist.

Cannon Electric Co., for an XLR audio slash electronic connector, Sam Arson and Carlos Beeck, designers.

Electronics International Co., for an elin precision power oscillator (DK-102); Matt Jacobson of Jaycraft Co., designer.

Digitran Co., for a digitswitch (series 7300); Jim Powell, consultant and H.D. Wright and Jack Reitzell designers.

Hewlett-Packard Co., for a clip-on dc current probe (model 428 A-21A); Thomas C. Lauhon, designer.

Santa Anita Engineering Co., for Electropack, system of individualized standard cabinetry; Jim Powell, industrial designer.

Industrial Products Div. of IT&T for a closed circuit television camera (CM-30); James Lee, Channing Gilson and William Brewer designers.

Awards of merit were given to Ampex Corp. (3 awards), Autonetics, Electronic Assocs. (2 awards), General Electric Co. (2 awards), Librascope, Tally Register Corp. and Voltron Products.

For the benefit of busy engineers unable to attend this year's WESCON, International Resistance Corp., sponsored daily reports of WESCON highlights for the four days of the meeting. Telecast on KRON-TV San Francisco at 7-7:15 a.m. and on KTLA (TV) Los Angeles at 8:15-8:30 a.m.

Marketing Effort Needed • "Our greatest need in electronics, as an industry, is to build our marketing capabilities up to the level of our technical capabilities," H. Leslie Hoffman, president, Hoffman Electronics Corp., said Wednesday at the annual meeting of Western Electronic Manufacturers Assn. in San Francisco. "Our marketing know-how today is at the stage where our engineering was in 1943," Mr. Hoffman declared. "We have achieved new break-throughs in space, why not in our homes, offices and plants?"

A greater awareness of marketing problems should produce such industrial electronic achievements as the elimination of smog, weather control, automatic food preparation and housekeeping "before the end of the next decade" Mr. Hoffman predicted.

Ling buys Continental

Ling-Altec Electronics Inc. of California has expanded in the field of super high power transmission equipment, with purchase of all outstanding stock of Continental Electronics Manufacturing Co. of Texas for $3.6 million. The sale was announced by James J. Ling, chairman of the purchasing firm.

James O. Weldon and Lester H. Carr, from whom the Continental stock was purchased, will continue as president and vice president, respectively, of the new Ling subsidiary. Ling-Altec, whose assets amount to $17.6 million,

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BUY NOW FOR THE FUTURE
Monaural today—stereo tomorrow—handle both with finest quality results on Ampex Multi-Channel Recorders. May be fully remote controlled. Now sold by Ampex Professional Dealers everywhere—Write to Ampex for a copy of Bulletin B.
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HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

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it was stated, cleared $718,546 on sales of $11.3 million in the first half of this year. Mr. Ling said that the acquisition of Continental will add about $8 million to the firm's consolidated sales volume for the rest of the current year, bringing the parent company's sales to the $34 million range.

Messrs. Weldon and Carr were Washington radio consulting engineers before Mr. Weldon took over as Continental president several years ago. Mr. Carr remained as a Washington engineering consultant.

• Technical topics

• A new series "F" line of Prem-O-Rak modular transmitter racks for use with console cabinets and multiple installations has been announced by Premier Metal Products Co. of New York. The racks have many new features including front and rear rounded tops, frames made of 14 guage steel and two adjustable mounting angles. Further information may be obtained from Premier, 337 Manida St., New York 59.

• Conrac Inc. (tv manufacturer), Glendora, Calif., expects to start production from a new plant in four months. The building will replace Plant No. 2 that was razed by fire two weeks ago. (BROADCASTING, Aug. 17).

• The largest display of British radio, tv and electronics gear ever shown in the United States will be exhibited in a 17-day British Exhibition in the New York Coliseum next June. D.A. Lamb, general manager of the exhibition, said the displays by radio, tv and electronics firms will be the most extensive in the exhibit.

• Hewlett-Packard Co., Palo Alto, Calif., manufacturer of precision electronic measuring instruments, has acquired all outstanding stock of Boonton Radio, which designs and manufactures signal generators and similar instruments and has an annual sales volume of $2.5 million, becoming a wholly owned subsidiary of H-P, which has an annual sales volume of $40 million.

INTERNATIONAL

Admen don't like hike in Britain's tv rates

British advertisers are creating a ruckus over the increase in tv rates announced last month by the country's program contractors. (Associated-Rediffusion has a 20% hike Dec. 28; ABC and Scottish Tv rates go up 10% Sept. 26 and Oct. 1, respectively; Granada's ratecard increases about 8% Sept. 28, and TWW's is expected to show a 10% increase.)

Protests have been made direct to contractors about an "unwarranted," "illogical" and "damaging" rise in airtime costs. Concern is being expressed by trade organizations. McCann-Erickson Adv. Ltd. says it is hard "to believe that contractors operate so close to the line to warrant these . . . increases." The Institute of Practitioners in Advertising says it is disturbed and many of its members have complained "that so little was put forward by way of justification" for upping rates.

Pay impetus to color

Sale of color tv receivers in the Toronto area is expected to be helped along this fall with the start of pay tv at Etobicoke (BROADCASTING, Aug. 17). Eugene Fitzgibbons, president of Trans-Canada Telemeter Ltd., Toronto, stated in mid-August that the pay tv installation will be able to present 35 mm color films for those who can take advantage of this with color tv sets.

"RCA is currently interested in the activities of our company so far as possible sale of color tv sets is concerned," he said.

Trans-Canada Telemeter last week concluded an agreement with the Bell Telephone Co. of Canada, for laying coaxial cable for the pay tv installation, upon which work has already begun. It is hoped that first subscribers will be able to receive service around Christmas time.

Application hearings set for Canadian tv

Public hearings for tv station applications at Montreal are to be held next year by the Canadian Board of Broadcast Governors on March 7 and at Toronto on March 14, Dr. Andrew Stewart, BBG chairman, announced at Ottawa on Aug. 12. These hearings will follow the Jan. 11 session at Winnipeg and the Jan. 18 session at Vancouver (BROADCASTING, Aug. 10).

Dr. Stewart stated that the BBG will announce its recommendations for tv station licenses two days after the hearings conclude in each city. The recommendations go to the Canadian Department of Transport, Ottawa, the licens-

WNJR
negro radio for metro new york

ing authority, and final license may not be issued for several months after the recommendation.

Following the Montreal and Toronto hearings the BBG plans similar public hearings for second tv stations at Edmonton and Calgary, both in Alberta, early in May, and on June 20 at Halifax, N.S. Hearings for a second station at Ottawa, capital city, will not be held until late June or July 1960.

Cut-off dates for filing applications with the Department of Transport for tv stations are Nov. 30 for Montreal, Dec. 31 for Toronto, Feb. 29 for Edmonton and Calgary, and March 31 for Halifax and Ottawa. The department has to approve the applications first on technical grounds before the BBG holds public hearings. This procedure applies to all broadcasting license applications.

• Abroad in brief

• Russia wants to set up a regular television program interchange with the Canadian Broadcasting Corp., states Ellie Belyayeva, senior editor in charge of international exchange for Russian networks, in the current issue of *USSR Illustrated News*. Such a regular trade, he states, would help "broaden and strengthen cultural links between our peoples." Russia and Canada now exchange documentary and news films on a periodic basis, following an arrangement made last year by John Dunlop, CBC international exchange director, while on a visit to Moscow with a group of Canadian businessmen. There is no money involved in the transactions, each country bearing the cost of the film sent.

• CKWX Vancouver, B.C., has donated $6,000 to the U. of British Columbia for development of a series of experimental radio programs dealing with modern city life.

FANFARE

Fourteen-hour splash

Simpson - Miller, an Indianapolis store, bought a 14-hour "radio spectacular" on WFBM there Aug. 17 to launch a campaign for Allied Chemical's textured Caprolan filament nylon and Craft Carpet Mills' "Resort" collection. The station moved into S-M's downtown front window for the carpet promotion. All programming originated from this location.

Publicity for the campaign included a WFBM spot schedule of 150 taped commercials, 70 ad lib announcements and supporting newspaper linage. Interviews with store personnel and customers were part of WFBM's programming. The station also gave away 100 phonograph albums to complement S-M's hi-fi console door prize.

Sales calls in reverse

WSB-TV Atlanta, Ga., this year invited agencymen to shop for new syndicated film shows at its studios. Four half-hour films were shown continuously all day July 30, with screen times noted on the invitations to agency people. A buffet luncheon was served during the session. Early results: two of the shows sold and scheduled on WSB-TV for fall.

Point-of-purchase hook

Kroger stores and WCAW Charleston, W.Va., are bagging extra listeners with paper grocery sacks. The bags carry coupons for shoppers to mail to WCAW, registering them in the "Kroger Stampede" trading-stamp promotion.

For the Stampede, Kroger bought six daily announcements, in addition to its regular weekly schedule, over WCAW. This time is used to announce names drawn from the mailed coupons. If the listener named calls in three minutes, he qualifies for 300 stamps, or more if previous winners have not claimed theirs.

Results in six weeks: 80,000 coupons mailed to WCAW, 216 of the names drawn, 98 of whom called for 64,800 stamps.

The Ironrite Co. used 25 adjacent spots to draw 8,702 coupons with the word "Ironrite" written in to qualify for an ironing-stool award.

Midnight horror

Some 650 listeners of KMUR Salt Lake City are one up on the movie premiere crowd. When "The Return of the Fly" announced its world premiere date in Salt Lake City, KMUR scheduled an advance showing for midnight preceding the premiere date. For a week the station carried 20 announcements daily inviting listeners to reserve seats for the show. A total 1,234 did, with more than 650 paying guests (50 cents each) claiming their reservations. 20th Century Fox sent along the "Fly Monster" for the event. KMUR made broadcast pickups from the Gem Theatre and provided members of the pre-premiere crowd with photographs of themselves and the Fly.

"NATURALLY, I LISTEN TO KFWB"

"When I travel, I want the newest, fastest way . . . I go by jet. When I listen to radio, I want the newness, pace, and precision of jet flying . . . so, naturally, I listen to KFWB."

The KFWB audience gives you more men, women, children . . . more everybodies . . . than any other L.A. station.

Buy KFWB . . . first and fast in Los Angeles.

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO-3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

CHECK ✓ and DOUBLE CHECK ✓✓

✓ WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓ One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV

CHANNEL 10 • CBS—ABC

CBS TELEVISION

TERRE HAUTE INDIANA

Represented Nationally by Bolling Co.

Out-of-town experts • WWDC Washington, D.C., invited a group from New York to sit on the 12-man board of judges in the "Miss Washington" contest sponsored annually by the station. With winner Virginia Pailes are (l to r) Jim Kelly of Fletcher Richard, Calkins, Holden Inc.; Ed Fleri of BBDO; Jim Richards, John Blair & Co., WWDC's national representative; Fred Spruytenberg, Sullivan, Stauffer, Colwell & Bayles Inc., and Tuck Scott of Blair. Apparently the judges responded to Miss Pailes' song, rendered in the talent portion of the competition, "It All Depends on You." The 21-year-old Capital title-holder goes on to Atlantic City, N.J., to compete in the "Miss America Pageant" Sept. 7-12, as does Miss Delaware (see right).

Door-opener • Miss Delaware of 1959, Esther Olney, was enlisted by WAMS Wilmington, Del., as a temporary member of the station sales team for visits to New York advertising agencies earlier this month. Here she calls on Jay Schoenberg of McCann-Erickson. The beauty queen and Charles W. Stone, station vice president and general manager, were accompanied by salesmen from the Robert E. Eastman Co., WAMS' national representative. At stops along Madison Avenue Miss Olney presented agencymen with honorary citizenship cards from Delaware, signed by Gov. J. Caleb Boggs. Also in her kit: a market-station brochure with a return postcard attached, enabling recipients to participate in a drawing for a color tv set.

(TV) Portland, Ore.; KCRA-AM-TV Sacramento, Calif.; KING-AM-TV Seattle, Wash.; WTVT (TV) Tampa, Fla.; WTOR Torrington, Conn.; KTTN Trenton, Mo.; WRC-TV Washington and KIMA-TV Yakima, Wash.

• Drumbeats

• WFEC Miami and WMBM Miami Beach, both Florida, held a benefit show at a local YMCA and raised enough money to send 100 boys to summer camp.

• KXYZ Houston gave away an air-conditioner each week last month to the listener who counted how many times "XYZ is completely ear-conditioned" was said on the station during the week. The "ear-conditioned" phrase was used in all station breaks.

• Pioneer WWJ Detroit celebrated 39 years of broadcasting Thursday (Aug. 20). It started with a 20 w transmitter in a newspaper building.

• Treasure-hunt specialists of WSUB Groton, Conn., are sending listeners directly to stores for clues in a search jointly undertaken by the station and the Groton Shopping Plaza. The clues are taken one by one from a bank, convoyed in an armored truck to be read on the air and then to a Plaza store to be displayed. Sixteen stores are participating in the Aug. 3-28 project.

• KYA San Francisco estimated its Hidden Treasure Hunt crowd earlier this month at 80,000-90,000. The mob converged on Joaquin Miller Park in Oakland, Calif., after 9 p.m. on the 12th day of the promotion and stayed until the prize was found at 12:38 the next morning. The treasure was a draft entitling the finder to merchandise and vacation prizes valued at $25,000.

SALES RESULTS
IN NORTHERN CALIFORNIA
MORE AND MORE NATIONAL ADVERTISERS ARE JOINING THE "BEST SELLER" RANKS OF THE VALLEY'S FAVORITE STATION . . .
KHSL-TV ch. 12
CHICO, CALIFORNIA
BIGGEST AUDIENCE—TOP MERCHANDISING

Represented Nationally by Avery Knodel
CBS-ABC AFFILIATE

Station Authorizations, Applications

As Compiled by BROADCASTING

August 13 through August 19. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. °—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Alamosa, Colo.—Alamosa Telecasting Co. vhf ch. 3 (60-66 mc); ERP 0.264 kw vis., 0.166 kw aur.; ant. height above average terrain 120 ft., above ground 129 ft. Estimated construction cost $31,000, first year operating cost $55,000, revenue $64,000. P.O. address 931 Society for Savings Bldg., Cleveland, Ohio. Trans.-studio location Main & San Juan Sts., Alamosa. Geographic coordinates 37° 28' 0" N.Lat., 105° 52' 0" W.Long. Trans. Electron, ant. RCA. Sole owner is Harrison M. Fuerst who has interests in KVOR Colorado Springs, Colo., KPAS Banning and KTUR Turlock, both California. Ann. Aug. 18.

Santa Fe, N.M.—Sante Fe Telecasting Co. vhf ch. 11 (198-204 mc); ERP 0.332 kw vis., 0.264 kw aur.; ant. height above average terrain 4 ft., above ground 159 ft. Estimated construction cost $31,000, first year operating cost $65,000, revenue $74,000. P.O. address 931 Society for Savings Bldg., Cleveland, Ohio. Studio-trans. location Corner of Washington and Water Sts., Sante Fe. Geographic coordinates 35° 41' 17" N.Lat., 105° 56' 23" W.Long. Trans. Electron, ant. Prodelin. Sole owner is Harrison M. Fuerst who has interests in KVOR Colorado Springs, Colo.; KPAS Banning and KTUR Turlock, both California. Ann. Aug. 13.

Existing Tv Stations

CALL LETTERS ASSIGNED

WLUC-TV Marquette, Mich.—North Central Bcstg. Co. Changed from WDMJ-TV.

New Am Stations

APPLICATIONS

Phoenix, Ariz.—Maryvale Bcstg. Co. 1520 kc, 1 kw D. P.O. address 822 Title & Trust Bldg., Phoenix, Ariz. Estimated construction cost $34,260, first year operating cost $45,600, revenue $60,000. Sole owner is **John F. Long.** Mr. Long is realtor. Ann. Aug. 19.

Windermere, Fla.—Windermere Radio Co. 1480 kc, 1 kw D. P.O. address Box 77, Atlanta, Ga. Estimated construction cost $18,415, first year operating cost $24,000, revenue $30,000. Applicants are **Lois E. Latham** and **Jack L. Gibson,** 50% each. Mr. Latham is station manager of WAVO Avondale Estates, Ga. Mr. Gibson is in plastic sales. Ann. Aug. 19.

Mountain Home, Idaho—Northwest Bcstrs. Inc. 1240 kc, 250 w. P.O. address Suite 604 Idaho Bldg., Boise, Idaho. Estimated construction cost $20,093.56, first year operating cost $29,980, revenue $42,000. Principals are **C.M. Degler** (40%), **Charles F. Degler** (25%), **Pauline M. Rist** (13%), **H.F. LeMoyne** (10%) and others. C.M. Degler is rep for Tastee-Freez. Charles F. Degler is with KYME Boise. Mr. LeMoyne is in real estate. Ann. Aug. 13.

Great Falls, Mont. — John Broad Bcstg. Assoc. 920 kc, 5 kw D. P.O. address 1341 Russ Bldg., San Francisco, Calif. Estimated construction cost $40,300, first year operating cost $60,000, revenue $72,000. Applicants are **John** and **Marie Broad,** 50% each. Mr. Broad is attorney. Ann. Aug. 19.

Hardin, Mont.—Big Horn County Musicasters 1230 kc, 250 w. P.O. address W. 411 33rd Ave., Spokane. Estimated construction cost $10,995, first year operating cost $45,000, revenue $54,000. Equal partners **D. Gene Williams** and **Delbert Bertholf** have interests in KOYN Billings, KUDI Great Falls, both Montana; WQDY Minot, KQDI Bismarck and KUTT Fargo, all North Dakota. Ann. Aug. 13.

Amsterdam, N.Y. — Valley Information Programs Inc. 1570 kc, 1 kw D. P.O. address No. 1 East Main St., Amsterdam, N.Y. Estimated construction cost $30,438, first year operating cost $72,000, revenue $85,000. Principals are **Irving G. Segel, Thomas W. Leavenworth, Joseph N. Barnett** and **John A. Kosinski,** all (25%) each. Applicants have no previous broadcast interests. Ann. Aug. 13.

Brewster, N.Y.—Putnam Bcstg. Corp. 1590 kc, 1 kw D. P.O. address R.F.D. 2, Sagamore Lake, Carmel, N.Y. Estimated construction cost $58,504, first year operating cost $85,000, revenue $75,000. Applicants are **Leon Goldstein** (35%), **Morris S. Novik** (25%), **Morris Davidson** (15%), **Ralph Novik** (10%) and others. Mr. Goldstein is sole owner of radio consulting organization. Morris S. Novik is former president of WOV New York. Ralph Novik is with CBS. Mr. Davidson is salesman. Ann. Aug. 19.

Port Jefferson, N.Y.—Port Jefferson Bcstg. Co. 1410 kc, 100 w. P.O. address 548 Sheffield Ave., Brooklyn 7, N.Y. Estimated construction cost $10,239, first year operating cost $20,000, revenue $28,000. Equal owners are **David R. Rudnick** and **Kevin Redmond,** who are employes of Amperex Electronic Corp., electronic tube manufacturer. Ann. Aug. 17.

Morton, Tex.—Morton Bcstg. Co. 1280 kc, 500 w D. P.O. address Morton, Tex. Estimated construction cost $20,677, first year operating cost $28,800, revenue $36,000. Applicant is **Mike Allen Barrett.** Mr. Barrett owns KTFY Brownfield, Tex., and has minority interest in KHOB Hobbs, N.M. Ann. Aug. 19.

Existing Am Stations

APPLICATIONS

KAHU Waipahu, Hawaii—Cp to change frequency from 920 kc to 940 kc, increase power from 1 kw to 10 kw, install new trans. and operate trans. by remote control. Ann. Aug. 19.

WCRA Effingham, Ill. — Cp to increase power from 250 w to 1 kw and install new trans. (1090 kc). Ann. Aug. 19.

KSIG Crowley, La.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Sec. 3.28 [c] of rules) (1450 kc). Ann. Aug. 13.

KTOC Jonesboro, La. — Cp to increase power from 1 kw to 5 kw and install new trans. and change from DA to non-DA (920 kc). Ann. Aug. 19.

WHLB Virginia, Minn. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Aug. 13.

WMMT McMinnville, Tenn. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Aug. 17.

KBKW Aberdeen, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime use (2 main trans.) (1450 kc). Ann. Aug. 19.

WLOG Logan, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Aug. 19.

CALL LETTERS ASSIGNED

WCIQ Mobile, Ala.—Jemcon Bcstg. Co.

KBRI Brinkley, Ariz.—Tri-County Bcstg. Co.

KDIA Oakland, Calif. — KWBR Inc. Changed from KWBR.

WMDF Mount Dora, Fla.—Frank A. Taylor. Changed from WIOK.

WYND Sarasota, Fla.—Gulf Coast Bcstg. Co.

WDMR Venice, Fla.—Nokomis Bcstg. Co.

WJAB Westbrook, Me.—Westbrook Bcstg. Co.

WQTE Monroe, Mich.—560 Bcstg. Corp. Changed from WMIC.

WFDT St. Helen, Mich. — Frank Tefft. Changed from WCBQ.

WCNL Newport, N.H. — Carlson Enterprises. Changed from WKES.

WAAT Trenton, N.J. — Delaware Valley Bcstg. Co. Changed from WTNJ.

KSYX Santa Rosa, N.M.—Jim H. Speck. Changed from KGSR.

WAPC Riverhead, N.Y.—Patchogue Bcstg. Co.

WCFT Dallas, N.C.—Fred H. Whitley.

WWCH Clarion, Pa.—County Bcstg. Co.

KARI Blaine, Wash. — Birch Bay Bcstg. Co.

WKYN Rio Piedras, P.R.—Julio Morales Ortiz.

New Fm Stations

APPLICATIONS

Berwyn, Ill.—Suburban Bcstrs. 106.3 mc, 1 kw. P.O. address Box 572, Alameda, Calif. Estimated construction cost $8,895, first year operating cost $24,000, revenue $35,000. Principals include **Patrick Henry** and **David D. Larsen,** 47.5% each, who are permittees of KJAZ (FM) Alameda, Calif. Ann. Aug. 14.

Omaha, Neb. — Meredith WOW Inc. 92.3 mc, 20.15 kw. P.O. address 17th & Farnum Sts., Omaha 2. Estimated construction cost $33,571, first year operating cost $29,000, revenue $12,000. Applicant is owned by **Meredith Engineering Co.,** licensee of KCMO - AM - FM - TV Kansas City, Mo.;

EDWIN TORNBERG
& COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
915 North Commerce St.
Stockton, California
HOward 5-7367

WASHINGTON
1625 Eye Street, N.W.
District 7-8531

Equipping a Radio Station?

Type BQ-51A/BA-51A

RCA Magnetic Disc Recorder Is a Great New Tool for Broadcasters!

It makes possible fast recording and playback of commercials and announcements. Extremely simple to operate, it minimizes the skill required to produce a professional recording. Erasable magnetic discs have a long life, equal to or greater than tape, thus production costs can be reduced. Whatever your equipment requirements, SEE RCA FIRST!

Write for descriptive literature to RCA, Dept. XD-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

KPHO-AM-TV Phoenix, Ariz.; KRMG Tulsa, Okla.; WHEN-AM-TV Syracuse, N.Y., and WOW-AM-TV Omaha. Ann. Aug. 17.

Portland, Ore.—International Good Music Inc. 95.5 mc, 68.25 kw. P.O. address 1151 Ellis St., Bellingham, Wash. Estimated construction cost $33,200, first year operating cost $15,000, revenue $20,000. Applicant is owned by **KVOS Inc.**, Bellingham, Wash., and is permittee of KGMI (FM) and licensee of KVOS, both Bellingham. Ann. Aug. 19.

Milwaukee, Wis.—Radio Milwaukee Inc. 102.9 mc, 22.2 kw. P.O. address 190 N. State St., Chicago 1. Estimated construction cost $21,913, first year operating cost $25,000, revenue $27,500. Applicant is licensee WRIT Milwaukee. Ann. Aug. 19.

Existing Fm Stations

CALL LETTERS ASSIGNED

KAAR (FM) Oxnard, Calif. — Oxnard Bcstg. Corp. Changed from KOXR-FM.

KHIQ (FM) Sacramento, Calif.—Ericsson, Spaulding & Stilgenbauer.

WKIS-FM Orlando, Fla.—Central Florida Bcstg. Co. Changed from WORZ (FM).

WAVQ (FM) Atlanta, Ga.—Great Commission Gospel Assn. Inc.

WPTH (FM) Fort Wayne, Ind.—Sarkes Tarzian Inc.

WJOB-FM Hammond, Ind. — Percy B. Crawford.

KQRO (FM) Dallas, Tex.—E.F. Weerts

WAUX-FM Waukesha, Wis. — Waukesha Bcstg. Inc.

Ownership Changes

APPLICATIONS

KFSG Los Angeles, Calif.—Seeks assignment of license from **Echo Park Evangelistic Assn.** to **International Church of the Foursquare Gospel.** Consideration $1. Ann. Aug. 13.

KDWD-FM San Diego, Calif.—Seeks assignment of license from **Los Tres Diablos Bcstrs.** to **E. Edward Jacobson** for $16,000. Mr. Jacobson is manufacturer of sound equipment. Ann. Aug. 13.

WKLE Washington, Ga. — Seeks assignment of license from **Max G. Pfaender** to **Washington Bcstg. Inc.** for $38,000. Purchasers are **Herschel L. Webster** (51%) and **John C. Foster** (49%) who have similar interest in WSNT Sandersville, Ga. Ann. Aug. 13.

WITE Brazil, Ind.—Seeks assignment of license from **Quad Cities Bcstg. Co.** to **Quad Cities Bcstg. Corp.** No consideration. Ann. Aug. 19.

WMTL Leitchfield, Ky.—Seeks assignment of license from **Rough River Bcstg. Co.** to **Rough River Bcstg. Inc.** for $35,000. Purchasers are **Clifford Spurlock** (40%), **James Shacklette** (29%), **Edith M. Raw** (14%), **E.E. Wallace** (10%) and others. Mr. Spurlock is minister and produces sacred records. Mr. Shacklette is minority owner of WLOC Munfordville, Ky. Ann. Aug. 19.

WXHR (FM) Boston, Mass.—See **WTAO** Cambridge, Mass., below.

WTAO-AM-TV Cambridge, Mass.—Seeks assignment of license from **Middlesex Bcstg. Corp.** to **Harvey Radio Labs., Inc.** for $150,000. Harvey Radio Labs. Inc. presently owns 25.9% of Middlesex Bcstg. Co. and is purchasing remaining interest from **Frank Lyman Jr.** Ann. Aug. 13.

WIDE Biddeford, Me.—Seeks transfer of control of **Biddeford-Saco Bcstg. Corp.** from **Louis J. Borgatti** to **J. Alan Jasper** and **M. Chester Ball,** all presently equal one-third partners. After transfer, Messrs. Jasper and Ball will each own one-half. Ann. Aug. 19.

KODY North Platte, Neb.—Seeks assignment of license from **KODY Inc.** to **KODY Bcstg. Co.** for $197,500. Purchasers are **George B. Dent Jr.** and **Maxine R. Dent,** 50% each. Mr. Dent is lawyer. Ann. Aug. 13.

WGUS North Augusta, N.C. — Seeks assignment of license from **Dixie Bcstg. System** to **Bcstg. Assoc. of America, Inc.** for $60,000. Purchasers are **Hal Edwards, Henderson Belk** and **Kye Harris** (33⅓%) each. Mr. Edwards is part owner of advertising agency. Mr. Belk is vp of merchantile corp. Mr. Harris is a minister. Ann. Aug. 19.

KQDY Minot, N.D.—Seeks assignment of license from **Dakota Bcstrs. (Paul Crain,** 50%; **D. Gene Williams,** 25%, and **Delbert Bertholf,** 25%) to **Dakota Bcstrs.** (above three plus H.T. Searle, 25% each.) Mr. Searle is manager of KQDY. Ann. Aug. 14.

KAST Astoria, Ore. — Seeks transfer of control of **Astoria Bcstg. Co.** from **Robert B. Chessman, Daphne Chessman, Elsie Aldrich** and **Dorothy Engle** to **T.R. Gamble** and **C. Howard Lane** (50% each) for $25,000. Mr. Gamble has interest in KOIN-AM-FM-TV Portland, Ore. Mr. Lane is managing-director of KOIN-TV. Ann. Aug. 19.

KMCM McMinnville, Ore.—Seeks assignment of license from **Yamhill Bcstrs. Inc.** to **Yamhill Radio Co.** for $80,000. Sole owner is **Jerry Carr.** Mr. Carr is owner of Joveco Yogurt Dairy, San Francisco. Ann. Aug. 19.

WDRF Chester, Pa.—Seeks assignment of license from **Eastern Bcstg. Inc.** to **WDRF Inc.** for $250,000. Purchasers are **Ogden R. Davies,** 28%; **Max Cornfeld,** 23.4%; **Clyde R. Fry,** 16.8%; **John M. Banzhoff,** 16.8%, and others. Mr. Davies has minority interests in WNAR Norristown and WKAP Allentown, both Pennsylvania. Mr. Cornfeld is in automobile business. Mr. Fry is public accountant. Mr. Banzhoff is manager of WNAR Norristown. Ann. Aug. 13.

KAMQ Amarillo, Tex.—Seeks transfer of control of **KAMQ Bcstrs. Ltd.** from **Aubrey Jackson** (10%) and others for $41,650. After transfer **David R. Worley** (50%) will own 74.5%. Ann. Aug. 19.

KORA Bryan, Tex.—Seeks assignment of license from **Bryan Bcstg. Co.** to **Bryan Bcstg. Inc.** Change to corporation, no consideration involved. Ann. Aug. 19.

KGRI Henderson, Tex.—Seeks transfer of control of **Henderson Bcstg. Corp.** from **James T. Reeves,** present 98.5% owner to Mr. Reeves (50%) and **Tom E.** and **Billie Joyce Perryman** (50%) for $10,000 and assumption of 50% of $30,000 station debt. Mr. and Mrs. Perryman are employes of KGRI. Ann. Aug. 14.

KWEL Midland, Tex.—Seeks assignment of license from **Petty Durwood Johnson** to **George Harrell Vaught** for $126,000. Mr. Vaught has no other radio holdings. Ann. Aug. 13.

KEVA Shamrock, Tex.—Seeks assignment of license from **Albert Cooper** (60%), and **Merita Bumpers** (40%) d/b as **Shamrock Texas Bcstg. Co.** to Merita Bumpers, 49%; **M.W. Yarborough,** 49%, and **Robert G. Purrington,** 2%, d/b as **Shamrock Texas Bcstg. Co.** for $17,000 for 60% interest. Mrs. Bumpers is general manager of KEVA. Mr. Yarborough is rancher. Mr. Purrington is employe of KLLL Lubbock, Tex. Ann. Aug. 13.

WHYE Roanoke, Va.—Seeks assignment of license from **Joseph Mullen** and **Jon A. Holiday,** Joint Venturers, d/b/a **Roanoke Bcstrs.** to **Joseph Mullen** and **Jon A. Holiday,** Partners, d/b/a **Roanoke Bcstrs.** No financial consideration or change in ownership involved. Ann. Aug. 17.

KXLY-TV Spokane, Wash.—Seeks assignment of license from **Northern Pacific Tv Corp.** to **KELP Tv Corp.** through merger. Owners are **Joseph Harris** (100% of Class A stock) and **Norman E. Alexander** (100% of Class B stock). KELP Tv Corp. owns KELP-TV El Paso, Tex. Ann. Aug. 17.

WGEZ Beloit, Wis.—Seeks assignment of license from **Angus D. Pfaff** to **Radio Beloit Inc.** No consideration involved. Change to corporate form of business. Ann. Aug. 14.

Hearing Cases

INITIAL DECISION

Hearing Examiner Elizabeth C. Smith issued initial decision toward granting application of Harold Lampel for new Class A fm station to operate on 94.3 mc in Garden Grove, Calif. Ann. Aug. 18.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition for reconsideration filed by Triangle Publications Inc. (KFRE-TV Fresno), to extent of extending time for filing comments to Sept. 23 and for replies to Oct. 8 in proceeding on proposed changes in tv table of assignments affecting Fresno, Bakersfield, Salinas and Santa Barbara, all California, and Goldfield and Tonopah, both Nevada; also granted supporting petition by S.H. Patterson for similar extensions in time to file in rulemaking proceeding affecting San Francisco and Sacramento, both California, and Reno, Nev. Ann. Aug. 14.

Designated for consolidated hearing following applications for new am stations to operate on 940 kc, D, in Texas: Waco Radio Co. (250 w), Waco; Hugh M. McBeath (250 w), Waco; Floyd Bell (1 kw), Texarkana; Radio Bcstrs. Inc. (250 w), Waco; Belton Bcstrs. Inc. (1 kw, DA), Belton, and Heart of Texas Bcstrs. (250 w), Waco; denied request of Radio Bcstrs. Inc., to include issue as to availability of proposed trans. sites for Waco Radio Co., Hugh M. McBeath and Heart of Texas Bcstrs. Ann. Aug. 17.

Designated for consolidated hearing the

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6188
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8530

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
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Service Directory

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P.O. Box 1211, Lakeland, Florida
Mutual 2-3145 3-3819

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*ARB Continuing Readership Study

following applications: Millington Bcstg. Co. to increase power of WHEY Millington, Tenn., from 250 w to 500 w, on 1220 kc, D; Radio Muscle Shoals Inc., to increase daytime power of WOWL Florence, Ala., from 250 w to 1 kw, on 1240 kc, 250 w-N; Union City Bcstg. Inc., to increase daytime power of WENK Union City, Tenn., from 250 w to 1 kw, on 1240 kc, 250 w-N; The Corinth Bcstg. Inc., to increase daytime power of WCMA Corinth, Miss., from 250 w to 1 kw, on 1230 kc, 250 w-N; Patteson Bros. to increase daytime power of KBTM Jonesboro, Ark., from 250 w to 1 kw, on 1230 kc, 250 w-N; Capital Bcstg. Co. to increase daytime power of WKDA Nashville, Tenn., from 250 w to 1 kw, on 1240 kc, 250 w-N; Fayetteville Bcstg. Co. to increase daytime power of WEKR Fayetteville, Tenn., from 250 w to 1 kw, on 1240 kc, 250 w-N; Walker County Bcstg. Inc., to increase daytime power of WARF Jasper, Ala., from 250 w to 1 kw, on 1240 kc, 250 w-N, and Radio Holly Springs for new station on 1240 kc, 100 w, unl., in Holly Springs, Miss.; made WFWL Camden, Tenn., KGMO Cape Girardeau, Mo., KCSA McGhee, Ark., WMPA Aberdeen, Miss., KFMO Flat River, Mo., WEBQ Harrisburg, Ill., WJBB Haleville, Ala., KCON Conway, Ark., WBHP Huntsville, Ala., WCRT Birmingham, Ala., WGRM Greenwood, Miss., and WKBL Covington, Tenn., parties to proceeding. Ann. Aug. 17.

Routine Roundup

BROADCAST ACTIONS
By Broadcast Bureau

Actions of August 14

WGAS South Gastonia, N.C.—Granted assignment of cp to MGM Bcstg. Corp.

KEZU Rapid City, S.D.—Granted license for am station, change type trans. and specify main studio location and remote control point.

KOTN-FM Pine Bluff, Ark.—Granted license for fm station.

WREV Reidsville, N.C.—Granted license covering installation new trans.

KJCK Junction City, Kan.—Granted license covering installation new trans.

***WMUB (FM) Oxford, Ohio**—Granted license covering change of trans, and studio location, increase ant. height to 295 ft., and change in ant. system.

KFMH (FM) Colorado Springs, Colo.—Granted license for fm station.

WGR Buffalo, N.Y.—Granted mod. of licenses to change studio location and remote control point for main and auxiliary trans. while using non-DA.

KPOI Honolulu, Hawaii—Granted mod. of license to change name to KPOI Bcstg. Inc.

WBAC Cleveland, Tenn.—Granted mod. of license to change name to WBAC Inc.

WERD Atlanta, Ga.—Granted mod. of license to operate trans. by remote control.

WLS Chicago, Ill.—Granted cp to install new trans.

WGAS South Gastonia, N.C. — Granted mod. of cp to install new trans.

WOLE-TV Aguadilla, P.R.—Granted mod. of cp to change ERP to vis. 33.1 kw, aur. 16.6 kw; type trans., type ant.; trans. location; and make changes in ant. system and equipment; ant. 1010 ft.

KSPR-TV Casper, Wyo.—Granted request for cancellation of license; call letters deleted.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through August 19

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For onew station
AM	3,341	58	115	706
FM	589	44	155	73
TV	468[1]	53	103	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through August 19

	VHF	UHF	TOTAL
Commercial	441	80	521[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31, 1959

	AM	FM	TV
Licensed (all on air)	3,334	585	468[1]
CPs on air (new stations)	54	43	53[2]
CPs not on air (new stations)	125	160	100
Total authorized stations	3,513	788	669
Applications for new stations (not in hearing)	476	42	54
Applications for new stations (in hearing)	202	27	68
Total applications for new stations	678	69	122
Applications for major changes (not in hearing)	615	28	38
Applications for major changes (in hearing)	112	5	16
Total applications for major changes	727	33	54
Licenses deleted	2	0	0
CPs deleted	1	1	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Actions of August 13

WKIK Leonardtown, Md.—Granted acquisition of positive control by **James L. Bittner**, through purchase of stock from **William C. Redd.**

Granted licenses for following am stations: WRKT Cocoa Beach, Fla.; WRKM Carthage, Tenn., and specify trans. WWRJ White River Junction, Vt.

KSRV Ontario, Ore.—Granted license covering increase in daytime power and installation new trans.

KXLW Clayton, Mo. — Granted license covering installation new ant. and make changes in ant. system (decrease height and top load).

WTWN St. Johnsbury, Vt.—Granted license covering installation new trans.

WLBL Auburndale, Wis.—Granted license covering changes in frequency control equipment, and waived Sec. 3.30 (a) to permit location of main studio in Madison, Wis.

KORE Eugene, Ore.—Granted license covering installation new trans.

WAKY Louisville, Ky.—Granted mod. of license to operate main trans. by remote control using DA-2; conditions.

KRNR Roseburg, Ore. — Granted cp to change both studio location and trans. location and make changes in ant. height.

WKIX-FM Raleigh, N.C.—Granted cp to decrease ERP to 20.5 kw.

KSL-FM Salt Lake City, Utah—Granted cp to decrease ERP to 4 kw; ant. height to 3,620 ft.; make changes in ant. system and transmitting equipment and move tower 28 ft. southeast of present site.

KAYS Hays, Kan.—Granted cp to change ant.-trans. location; remote control permitted.

KSEL Lubbock, Tex.—Granted cp to replace expired permit which authorized increase daytime power; change from DA-N to DA-2; and install new trans. for daytime use (2 main trans.).

KCMS-FM Manitou Springs, Colo.—Granted cp to install new type trans. as auxiliary trans. at present main trans. location; remote control permitted.

WOXF Oxford, N.C.—Granted cp to install new type trans.

WFAN (FM) Washington, D.C.—Granted cp to increase ERP to 16 kw; decrease ant. height to 280 ft.; install new ant. and make changes in transmitting equipment; remote control permitted.

KUBO San Antonio, Tex.—Granted cp to install new trans. to be used as auxiliary trans.

WAKE Atlanta, Ga.—Granted cp to install new type trans. as alternate main trans. at present main trans. site.

WCKR-FM Miami, Fla.—Granted mod. of cp to decrease ERP to 50 kw; increase ant. height to 280 ft.; change type ant.; remote control permitted; conditions.

Following stations were granted extension of completion date as shown: WCKR-FM Miami, Fla. to Oct. 22; KCPS Tacoma, Wash. to Nov. 15; KQAQ Austin, Minn. to Feb. 23, 1960.

WBYS Canton, Ill.—Granted authority to sign-off at 6 p.m., local time, for period ending Sept. 30.

Actions of August 12

WFLI Lookout Mountain, Tenn.—Granted assignment of cp to WFLI Inc.

KBCL-AM-FM Shreveport, La. — Granted

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

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RADIO

Help Wanted—Management

30% interest in Florida "lease-option to buy" operation to salesmanager with proven record-small amount capital required. Box 282P, BROADCASTING.

Sales

Southwest adult music station wants announcer-salesman combination. Ten hours weekly on air then selling. Using five announcers daily. Present combo man averaging $800 monthly. Send tape, resume and picture to Box 214P, BROADCASTING. You must be experienced and available for personal interview. Our employees know of this advertisement.

Time salesmen needed for mid-western station in nations top twenty. Opportunity to parlay small market experience into major market job. Salary and commission. Send sales record, background, references, photo to: Box 286P, BROADCASTING.

Top rated 10,000 watt independent formula station in Florida's fastest growing radio market wants young, aggressive, A-1 salesman. Don't wait, apply now. Box 288P, BROADCASTING.

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

$150-$200 weekly commissions with organization that has sold over 400 successful community booster campaigns for leading stations in every city of U.S. Campaign manager $12,000-$15,000 annually. Wives free to travel and capable of writing copy, office detail etc., $75-$80 weekly. Working now in Ohio, N.Y., and Penna. Write Box 330P, BROADCASTING.

Wanted: Salesman, salary and commission, for small market with terrific potential in oil boom area. Profit sharing plan after 6 months. Walter H. Herbort, KBEN, Carrizo Springs, Texas.

California. KCHJ. Delano. Serves 1,300,000. Increasing sales staff.

Colorado independent has immediate opening for good salesman with experience. Good opportunity. Write Ralph Green, Manager, KFKA, Greeley, Colorado.

Wanted . . . Combination salesman-sports-announcer for KDSJ, AM-TV, Deadwood, South Dakota. Send information to manager.

California—Hard work, long hours. Proof of ability to sell local accounts required. Salary plus bonus offers top money to a man who can produce. Send full details plus picture first letter. KLOK, San Jose, California.

Announcer-salesman. Small market-good opportuninty. Salary and commission. Send tape and resume to KRNS, Burns, Oregon.

Hawaii's top station has opening for salesman. World's best outdoor living in fastest growing state in U.S. Need fully experienced man in bustling, competitive market. Compensation open. Send full background, photo, salary requirements to KULA, Box 1479, Honolulu.

If you have sales ability and are looking for a good income and security, contact Bob Howard at WPGC, Washington 19, D.C. This high-rated 10,000 watt station is easy to sell and really pays off for clients. 2 salesmen will be hired on a draw-commission basis. Write or phone JOrdan 8-6677.

Help Wanted—(Cont'd)

Sales

Connecticut. Sales representatives. 1000 watt independent. Salary plus draw. WBZY, Torrington.

Experienced sales manager, as well as salesmen needed to fill vacancies in fastest growing group of stations in the east. Plenty of opportunities for advancement. Send resume with full particulars to Gustave Nathan, General Manager, Herald Tribune Radio Network, 595 Madison Avenue, New York, New York.

I want a man with confidence enough to sell for a new station, not yet operating, with no guarantee, and build himself a gross, that will eventually make him commercial manager. If you're the man, prove it! Lou Skelly, 3808 Chaucer, Austintown, Ohio.

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Immediate opening. Southwestern Michigan daytimer, news and music station, with country/western leanings and after-noon man. Right man may become pd. Sales ability or traffic experience helpful. Must be sober. Send tape, resume and photo to Box 929M, BROADCASTING.

Morning man with mature voice needed at northern Ohio station. Box 283P, BROADCASTING.

We don't have an opening now, but we expect one within 30 days. We would like to find a good announcer who wants a permanent position and a nice town to live in central California. Close to the mountains and ocean. Copy writing and experience in making production spots would be helpful. Box 284P, BROADCASTING.

Top rated 10,000 watt formula daytimer in Florida's fastest growing radio market wants morning man with mature voice. Send tape and resume immediately. Box 289P, BROADCASTING.

Announcer with first phone. Established network affiliate with emphasis on good radio. Good pay for good performance. Midwest. Box 296P, BROADCASTING.

Announcer or salesman with first ticket. Will train ambitious beginner in hard working station in Michigan. Send tape, picture and resume. Box 298P, BROADCASTING.

Daytime independent has announcer opening. Send resume, tape, photograph, references to Box 606, Show Low, Arizona.

Experienced combination c&w disc jockey and time salesman. Approximately 20 hours mike work weekly. Hottest 5000 watt full time western facility in southwest. Excellent starting salary commensurate ability for air personality and 15% on sales with no limit on earnings. Don't apply unless you are capable and desire to earn $7,000.00 to $10,000.00 yearly. Fall season is ripe for big pickings. Send tape and resume to Smokey Joe Barnes, Manager, KAMQ, P.O. Drawer 2828, Amarillo, Texas.

Mature announcer. No top forty. Good salary for right man. Send full information to Jim Hairgrove, KBRZ, Freeport, Texas.

Help Wanted—(Cont'd)

Announcers

Immediate opening for announcer with first class ticket. Salary depends on ability. 40 hours, no maintenance. Send tape and resume to Ralph Green, KFKA, Greeley, Colorado.

First class phone beginner, limited maintenance, limited announcing. Two weeks paid vacation, insurance plan, other benefits. Start $85.00. Phone 3451, Mr. Jae, KHMO, Hannibal, Mo.

Staff announcer for good pop music station, 40-hour week, with insurance and hospitalization paid. Starting salary $90.00 per week. Must have broadcast experience. K-PEL, P.O. Box 855, Lafayette, Louisiana.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Announcer: Must have experience. Own car. Send tape, resume, plus at least three credit and personal references to Ray Saadi, KTIB, Thibodaux, La.

Combo-staff announcer with first class ticket. No maintenance. Contact G.C. Packard, KTRC, Santa Fe, New Mexico.

Major market, new quality music operation. Experience and production sense necessary. Tape and resume to Program Director, KWDM, Des Moines, Iowa.

Immediate opening for young, aggressive announcer. We program to adults. No r&r, c&w. Good salary, benefits, opportunities to right man. Send photo, tape, resume to Jim Holston, WANE Radio, Fort Wayne, Indiana.

Wanted: A good solid announcer for central Pennsylvania daytimer. We will pay a worthwhile salary to the right applicant. Contact George Mastrian, WCPA, Clearfield, Penna.

WCSI, Columbus, Indiana seeking alert, promotion-minded dj. Station well equipped and very active. Extremely pleasant progressive community of 30,000 Immediate opening. Send tape and photo.

Indiana's leading station has immediate opening for top nighttime dj. No beginners. Good pay for good man. Rush tape, resume and picture to Bill Dean, WIBC (50,000 watts), Indianapolis, Indiana.

WFRL Freeport, Illinois, needs good staff man for immediate opening. 48 hour week with 40 hours straight time, 8 hours guaranteed overtime. No dj's, strictly local service programming requiring good reading. Longtime quiet music format. Call or write Bud Walters, Program Director.

Experienced announcer, combo operation, sales experience helpful. Send audition tape, resume and photo to Don Pelkey, GM., WIRY, Plattsburgh, N.Y.

Radio station needs announcer and announcer-copywriter. This is a progressive Michigan 5 kilowatter. State age, salary, qualifications. Enclose tape and picture. Only adult prestige programming. WJBL, P.O. Box 808, Holland, Michigan.

Top dj with 1st phone wanted for top rated music and news operation near resort area. Salary dependent upon experience and ability. Send tape and resume to Program Director, WKYB, Paducah, Ky.

Immediately, announcer, some experience. WVOS, Liberty, N.Y.

Help Wanted—(Cont'd)

Announcers

Disk jockey experienced. Good jobs waiting. Contact Disk Jockey Placement Center, 100 W 42 St., New York City, WIsconsin 7-6322.

Miami's number one, all negro programmed station, world famous WMBM, going 5,000 watts night and day. Thoroughly experienced negro dj needed. Please send tape, snapshot and details with first letter to C. Glicken. Top pay for right man plus many extra company benefits.

Versatile, topgrade news-music announcers sought for local and regional network staffs. No dj's. Write Ed Robbins, Herald Tribune Radio Network, 440 Lexington Avenue, Mt. Kisco, N.Y.

Technical

Immediate opening for hard-working chief engineer in large midwestern city. Age 25-40. New equipment. 5000 watts. Fulltime. No fancy engineering job, but good for right man. $150 to start, with increases in 3 months. Box 318P, BROADCASTING.

Chief engineer. Good at maintenance. With car. Some announcing preferable, but not absolutely necessary. Send resume, references and salary requirements to Philip Spencer, G.M., WCSS, Amsterdam, New York.

50 kw eastern clear channel looking for experienced studio engineer for live music studio shows tape editing etc. Personal interview, but send resume of experience and education in letter to R. H. Lucia, WHAM, Rochester 3, N.Y.

Chief engineer, must be good technician with some announcing experience. Contact Don Pelkey, GM, WIRY, Plattsburgh, N.Y.

Announcer with first class license to work daytime shift; $90 per week. WOOF, Dothan, Alabama.

Experienced first-class engineer for daytime kilowatt; mostly maintenance and a little light board work; phone Magnolia, Ark. CE 4-5862, Bill Bigley, General Manager.

Production-Programming, Others

Idea man—program and promotion. 50 kw west coast outlet wants sharp, creative, sober idea man capable of producing bright, fresh ideas. Excellent position for the right man. Send references, picture, work samples, first letter. Replies confidential. Box 259P, BROADCASTING.

Experienced copy writer, man or girl. Send complete application to Lloyd D. Loers, KGLO, Mason City, Iowa.

Immediate opening for young woman . . . in radio traffic with opportunity for lucrative air work. Home economics background advantageous. Send photo, resume and tape audition to WFDF, Flint, Michigan.

Gal qualified for traffic manager job. Must also write copy, be receptionist, and take a little dictation. Will pay well. Enclose snapshot with letter to Art Tacker, WTYM, Box 898, Springfield, Mass.

RADIO

Situations Wanted—Management

General/sales manager, successful in present position, **seeks greater challenge and** opportunity in **medium market.** Box 999M, BROADCASTING.

Production—operations manager, 10 years in commerical network tv in major eastern market. Reference and resume on request. Box 254P, BROADCASTING.

Manager, heavy in sales, sober, reliable, best references. Prefer Carolinas. Box 255P, BROADCASTING.

Wanted—Management. Married, 31, 3 children, looking for community! Radio executive, aggressive, ambitious to manage, sell, promote small-medium market. Proven sales record. Experienced in phases of radio and/or tv in announcing, selling, promoting same. Resume and picture upon request. Will consider all markets. Prefer Utah, Idaho, California, Arizona, or Canada. Box 271P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 955M, BROADCASTING.

To weary station owners or bankrollers who want to groom their own "boy" as station manager, before retiring to armchair control—let me convince you I'm the almost-perfect prospect. Box 272P, BROADCASTING.

Give me a chance! 10 years experience. Announcer, program director-sales-copy. Ready for management. Desire small station on guarantee plus percentage. Let me prove it! Let's talk business. Box 276P, BROADCASTING.

Absentee owners: Versatile couple available relocation station management. Offer 35 years combined experience; ideas and ability to build profits and community good will at minimum expense. Personable. College background. Excellent in sales and production. First phone. Possibly interested lease with investment option. Box 295P, BROADCASTING.

Experienced station manager, 20 years background all phases of broadcasting, available. Excellent references. Box 312P, BROADCASTING.

8 years manager experience, strong sales, knows modern radio now available. Proven profit maker. Prefer west. Write Box 320P, BROADCASTING.

Gallagher. 73 Franklin Road, Hamden, Connecticut. Experienced radio sales manager, agency media director, lithographer, copywriter, ZIV film sales. Prolific user speculation tapes. Like tight production, abhor "Happy Sound."

Experienced manager. Proven on sales, promotion programming. Available immediately. Arne G. Peterson, 2410 State, Salem, Oregon.

Sales

Outstanding, reputable, mature, quality radio time salesman, available September tenth. Box 249P, BROADCASTING.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

Negro dj. Smooth tape, will show talent, intelligent sales background. Box 972M, BROADCASTING.

Disc jockey, young, talented, intelligent, cooperative. News, operate board. Box 975M, BROADCASTING.

Married man with four mouths to feed wants good solid opportunity. Tired of being pushed around. 23, 5 years experience. Top rated deejay, would like sales opportunity. Box 194P, BROADCASTING.

Being clobbered by top 40? PD with answers looking for honest operation with questions. It can be done, I've done it. Don't want to join 'em, want to fight 'em. Reply Box 202P, BROADCASTING.

Announcer/salesman:—Needs Arizona. Offer me; adult audience, opportunity to sell, good music policies, chance to advance, security and longevity, 5,000 per year with plus potential. I offer you; eight solid years radio experience, honest, steady, reliable and sober work. No "prima-donna" or "Left Fielder." Down to earth friendly voice that will sell. Good "AM" or "mid" morning man. Tape, photo, brochure available . . . Note! Arizona area necessary due to recent health condition of family. Box 245P, BROADCASTING.

All around announcer, 27, operate board wishes to locate in midwest. Tape on request. Box 246P, BROADCASTING.

Top-rated announcer in isolated area desires quality market. Offers easy style, good taste, and personal touch. Box 247P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Program and sports director. Play-by-play. College graduate. Experienced, competent, reliable, married. Resume, air check available on request. Box 248P, BROADCASTING.

First phone combo announcer available two weeks. Young. Single. Looking for permanent job relatively near Washington with opportunity to learn maintenance work. Box 260P, BROADCASTING.

Nashville area: First phone dj, 24, family, 6 years in radio, prefer top 40, $115 minimum starting salary, permanent, reliable. Box 262P, BROADCASTING.

Play-by-play position desired. Commercial experience all phases. College graduate. Married, draft exempt. Employed. Box 265P, BROADCASTING.

Married, 30, college announcing course, 4 years record shop, willing. Box 267P, BROADCASTING.

California: Here's your man! Announcer-program director-copy. 10 years experience. Box 274P, BROADCASTING.

Announcer-program director-copy. 10 years experience. Desires larger market in adult programming station. Box 275P, BROADCASTING.

Married, 30 years old. BA degree, some broadcast training. Desire opportunity to learn more while on job. Prefer south. Will furnish tape and details of background. Box 277P, BROADCASTING.

Build and hold mature audience with good music, no r'r. Box 278P, BROADCASTING.

Attention southern California—Announcer, good, eighteen years experience, desires to locate permanently in southern California with family. Box 280P, BROADCASTING.

Young veteran, dependable, conscientious. Desires permanent position announcer-disc jockey southwest. Five months experience announcer metropolitan Washington station Broadcasting school graduate. Box 281P, BROADCASTING.

Want air spot in music, news, and/or sports in market of million or more. Seven years experience, most recently Philadelphia. Box 291P, BROADCASTING.

Was your first job a memorable experience? Will share mine with you. Prefer Texas or New Mexico. Age 25 and determined by determination. Write Box 292P, BROADCASTING.

Major markets-production minded, personality dj, indicate formula, non formula. Box 299P, BROADCASTING.

Announcer-dj. 23, married, eager to work hard. Will consider all replies. Can do play-by-play. Box 304P, BROADCASTING.

Announcer-sales. Profits for you. Year's experience. Seeks permanent position. Conscientious. Box 322P, BROADCASTING.

Personality deejay. Character voices, bits. Prefer Wisconsin, Illinois. Available October. Box 326P, BROADCASTING.

Sports announcer available immediately. Major college play-by-play experience. Top references. Box 327P, BROADCASTING.

New England announcer, operate board, tape, photo, resume on request. Box 328P, BROADCASTING.

Female deejay presently employed, bright morning gal—smooth evening chick—$125 moves me. Box 331P, BROADCASTING.

Nationally known recording artist wants permanent affiliation with livewire country and western station. 12 years experience as dj. Recording for major label since 1954. If you're a c & w station, you have his records in your library. Would consider all-night c & w show, as well as regular daytime. Experienced all phases announcing. Appeared throughout U.S. with Grand Ole Opry, Louisiana Hayride, Country Music Jubilee units, voted #1 new c/w singer by djs in poll conducted by national trade magazine in 1955. Will send tape, photo, salary requirement on request. Box 332P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Want opportunity in announcing after seven years in radio-tv department leading advertising agency and just completed season as nation's most publicized auto stunt driver. Background of heavy exposure on radio and tv and also behind scenes. Work dj or any style, sports, interviews, remotes, special programming, copywriter and commercial producer. Personable, articulate, adaptable, creative. 35, married, family. Available immediately station paying fair price for top worker. Box 35, Garden City, New York.

Need money? I'll make for you if you're for me! 20 years experience, 10 present job. Top-rated free-lance deejay, c&w or pop. Outdoor and farm reporter. One million market. First ticket. Station sold. Desired smaller market with good hunting and fishing, eight northwest states or Alaska. Age 37, family near grown. Available 90 days. Phone person-to-person: C.S., University 33498, 14503 Painter Ave., Norwalk, California.

This station is making a change in format —we are one man over—this is a good hard working man, able to "(disk-a-show" and hold listeners—12 months AFRS experience, radio school, 14 months commercial radio, 24, vet. This man can play it all from "Brahm's to rock and roll". We want to keep this lad, but there's no place for him. Write Box 103 or call me, Eddie Cary at 822 Tomah, Wisconsin.

Versatile, but best country music. 4 years experience. Cal Hardwick, 3224 S. Beckley, Dallas, Texas. Tel FR-10835.

On-the-air salesman—dj morning man. Own board. Year's experience. Guy Moody, 1425 Broadway, New York, N.Y., JUdson 2-2800.

Technical

First phone. Experienced radio and tv for last eighteen years. Communication also. Last six years in stations. Prefer west. Box 971M, BROADCASTING.

Chief engineer—5 kw am da-high power fm. Remote control - installation - maintenance. Prefer chief 1 kw or staff job large station. Best references. Box 229P, BROADCASTING.

Production conscious combo-chief in major market desires opportunity in Wisconsin or northern Illinois. Engineering A-1, presentable announcer. Will appear for interview. Box 311P, BROADCASTING.

1st phone-announcer—present employment chief engineer-announcer desires to relocate. Team man. Married, 27, available October 1st. Box 315P, BROADCASTING.

Experienced engineer. 7 years am, some tv, chief, remote control, and 5 kw directional system. Prefer south, will consider other offers. Box 316P, BROADCASTING.

Engineer—Desires chief's job in northeast. Seven years present position. No combos. Box 323P, BROADCASTING.

1st phone-TV-xmitter experience. AM-xmitter and 2 way communications. 5638 Dailey Ave., El Paso, Texas.

Engineer available, some announcing, station construction. Phone TU. 6-3262, Ernest Church, Tuccoa, Ga.

Chief engineer, good salesman and capable announcer, desires permanent position. Presently employed as manager and chief. 6 years experience, both directional and construction. Would like job with opportunity for future management. Call "Engineer" Toledo, TW 3-3245 or write Box 125, Maumee, Ohio.

Production-Programming, Others

Gal Friday—type, write copy, handle air work, train. Box 974M, BROADCASTING.

Sports director looking for football, baseball, basketball play-by-play. Experienced. Also doubles as dj. Box 190P, BROADCASTING.

Good announcer-deejay with news, copy, sales experience. Seeking program director-assistant manager position with small-medium market station. College grad. Box 192P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman—Presently news director. Gather, write and air news. Excellent references. Married, children. Looking for good newsworthy station. Box 212P, BROADCASTING.

Go, go, go newsman wants to run with like organization. Background includes 50 kw New York City news, mobile unit reporting. BA, MSJ, first phone. Now pd in no-people area. Single, 28. Competitive, metro only, please. Would welcome tv opportunity. Box 256P, BROADCASTING.

Quality small market station has women's editor ready for larger market. Maintains rating of 10 plus in three station market. Excellent appearance, background, experience. Strong sponsor loyalty, top billings, excellent voice and friendly air approach. Would consider radio, tv or both. Box 263P, BROADCASTING.

Production man, licensed—10 years radio-tv. Present location 5 years as director, switcher, booth announcer, projectionist, cameraman. 3 years college, 31, family. Desires opportunity with progressive midwest organization. All offers considered. Box 273P, BROADCASTING.

Young, experienced dj, program director, with 1st phone. Employed in market over 100,000. Want permanent position preferably in modern format as program director. Current station no. 1 by Hooper and Pulse. Married, 2 years college, references. Consider small chain. All inquiries acknowledged. Box 287P, BROADCASTING.

Program director. Female. 18 years experience. College. Versatile. Pleasing voice. Saleable ideas. Good copy, production. First phone. Box 294P, BROADCASTING.

Experienced program director available for fine music station. Extensive knowledge of classical and semi-classical music and recordings, plus announcing. Box 302P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director. Can establish and maintain top department and coverage. Years of experience as reporter, writer, high rated newscaster. Now employed in major market. Box 306P, BROADCASTING.

Program directors: Qualified woman good voice wishes interview novel series "Menu Making"; charming, informative. 5 to 10 minutes semi-weekly. Box 309P, BROADCASTING.

Promotion manager—mature, imaginative, will swap ability and ambition for good salary and a future. Experienced tv and radio, seeking progressive operation in top 50. Strong on audience promotion-exploitation (all phases) award winner, best references. Married, family, 31, go anywhere for right opportunity. Presently employed. Box 313P, BROADCASTING.

Personality . . . newscaster-commentator . . . dynamic delivery, presently employed top-market, seeking challenge, large station/group, where outstanding reporting, news/depth desired. Extensive background managerial, programming. Box 333P, BROADCASTING.

TELEVISION

Help Wanted—Management

Wanted: Topflight television station manager-salesman. Must be able to promote and sell on local and regional level—southern city of 50,000. Market area 500,000—salary open. Prefer family man, 30 to 45. Must have proven background to be considered. Apply Box 329P, BROADCASTING.

Sales

TV salesman wanted for New York state, NBC outlet. Base plus commission. Send full resume to Box 205P, BROADCASTING.

BROADCAST STUDIO SYSTEMS
ENGINEERS

The RCA Broadcast Division has several challenging openings in its systems group for engineers qualified to plan television operating systems for broadcast stations and closed circuit customers. The work involves taking customer requirements, translating them into functional system drawings, and often getting the system installed and tested. Design and construction of custom built equipment items are part of the work. An engineering degree is preferred.

FOR INTERVIEW WITH ENGINEERING MANAGEMENT

Please send resume to:

Mr. C. B. Gordon, Dept. ZC-14HA
Professional Placement
RCA, Bldg. 10-1
Camden 2, N. J.

RADIO CORPORATION OF AMERICA
Industrial Electronic Products

Help Wanted—(Cont'd)

Sales

Tv program, only one of it's kind, now in 8th year operating successfully on four Virginia and North Carolina stations. Salesman works directly out of station. Now adding additional markets. Nominal salary, commission and car allowance, immediate opening. Write Box 218P, BROADCASTING.

TV account executive. Experienced in radio or tv local-regional sales. To take over top billing account list on one of the best CBS-TV stations in the Carolinas. Now in our 10th year of operation. This position offers good base, fringe benefits, and attractive commission arrangements that enable you to build your own future. No limit on earnings. We want a family man with sincere desire to work and make money. Your record must stand rigid investigation. Send complete details including sales record on local and regional accounts, with photograph to Don Pierce, Local Sales Manager, WFMY-TV, Greensboro, N.C.

Announcers

VHF all networks needs all-around tv announcer for on-camera commercial news, mc, etc. Prefer background in secondary market tv. Opportunity to advance in production and directing. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Box 270P, BROADCASTING.

Experienced staff announcer with good sports background. Permanent position. NBC Basic station, central Michigan. Send full information to Box 279P, BROADCASTING.

Top flight staff man with special ability and interest in sports for full power NBC-ABC affiliate in fastest growing southern market. Write Box 305P, BROADCASTING.

Announcer—Experienced, mature, able to sell on camera. Send resume, photo, tape and salary requirements. Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

Technical

Wanted: Chief engineer for new uhf southwestern educational station. Prefer man with RCA studio and transmitter experience. Months vacation with pay plus chance for advancement. Box 307P, BROADCASTING.

Immediate opening studio/transmitter engineer established expanding interconnected maximum power vhf. DuMont, GE equipment. New Motorola 2-hop STL (no mountain tops!) to second studio in market. Some previous studio TD and transmitter tv experience required. Air conditioned buildings. Dry desert climate hot summers, unexcelled winters. Good boating, fishing, hunting all year. Telephone STate 6-8311, Leavenworth Wheeler, KIVA, Box 1671, Yuma, Arizona.

Enlarging station. Need engineer qualified to assume duty of transmitter supervisor. Need additional engineering for general duties. Will consider am man interested in moving into tv. Send complete resume to: Russell Trevillian, Chief Engineer, KXII-TV, Ardmore, Oklahoma.

ETV engineer: to be in charge of microwave and new studio operations and maintenance; possibility of advance to chief; 2 years tv experience, 1st class, some college preferred. Send photo, how you can fit job, references to WJCT, 1070 E. Adams, Jacksonville, Fla.

Have permanent position available immediately for first phone technician with tv background in maintenance and operation. WKBW-TV, Buffalo, New York.

Expanding—Small Division of an international organization. Video tape recording tv maintenance engineers for checkout and/or R&D on video tape recorders. Mincom Division—3 M, 2049 So. Barrington Ave., Los Angeles 25, California.

Gulf coast vhf studio engineers needed, prefer some maintenance experience. Salary open. Also 1st phone, no experience for transmitter. J. Smith, Box 840, Corpus Christi, Texas.

Help Wanted—(Cont'd)

Production-Programming, Others

Female production assistant with major network television station. Must have experience in production for interesting position in Public Affairs Department. Write giving complete resume WBBM-TV, CBS—Chicago.

TELEVISION

Situation Wanted—Management

TV salesmanager—experienced in tough competitive situations. Seeking money and advancement based on results. Box 264P, BROADCASTING.

Announcers

Morning man—radio, 16 years experience. TV-announcer-host, over 4,000 live on camera commercials. Well known voice and picture. Five figure minimum. Personal interview. Top market only. Presently employed in New York City. Box 182P, BROADCASTING.

TV stations, need girl Friday announcer? Radio school, experience in commercial radio announcing. Write copy, traffic, logs, bookwork, experience in all office work. Competed in our state's "Miss Pageant" this year. Want a try at tv announcing. Midwest please. Box 297P, BROADCASTING.

Technical

TV studio engineer, presently employed. First phone. East coast preferred. Box 325P, BROADCASTING.

Production-Programming, Others

Production assistant, 3 years experience in large market desires to relocate small market as production manager. College graduate, family, highest references. Salary open. Box 932M, BROADCASTING.

Director, presently employed—wants station with live programs. Box 938M, BROADCASTING.

Eastern Pennsylvania agencies, stations. Male copywriter, 12 years metropolitan radio, tv, agency. Must relocate. Highly recommended. Box 155P, BROADCASTING.

Talented tv announcer-director-personality. Six years tv. Am artist-cartoonist with successful record in children's and weather shows. Good on news-interviews. College grad. Box 191P, BROADCASTING.

Director—outstanding medium and large market experience. Seeks production managers position. Box 250P, BROADCASTING.

Experienced director. Family. Creative. Alert. All phases commercial, ETV productions. Box 252P, BROADCASTING.

Network producer, director, writer wants to leave N.Y. Also has excellent local experience. Over 1000 network and 3200 local shows. Interested in position as program manager or executive producer in medium to large market. Resume, references, or personal interview on request. Salary open. Box 257P, BROADCASTING.

I have ideas, enthusiasm, and interest if you have an opening. Presently program director, small-medium market. Will step back for chance to advance. Box 285P, BROADCASTING.

New York tv school grad. Looking for experience in tv production. Excellent music background. Willing to work hard. Box 319P, BROADCASTING.

Production manager-producer-director with 10 years in tv desires to relocate. Experience in every phase of television. Box 324P, BROADCASTING.

TV film editor, program director, traffic manager, well experienced. Disc Jockey Placement Center, 100 West 42nd St., New York City, Wisconsin 7-6322.

Experienced television director-producer desires employment with progressive station. Married, veteran, 26. College education plus television schooling at New York University. Full knowledge of tv operation's. Best references. Available immediately. Write H. G. Michelson, 198 North Crest Road, Chattanooga, Tennessee.

FOR SALE

Equipment

Windcharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 238P, BROADCASTING.

RCA 76-C console in good condition $450.00, write Box 301P, BROADCASTING.

Collins 21A 5kw transmitter maintained in original condition, only factory-approved modifications, now operating. Price $4,000. Box 314P, BROADCASTING.

1-Presto 85-B recording amplifier and rack mount power supply 8-N disc cutter and 2-speed table, 1-D cutter, outside-in, inside-out, in good condition. Box 4116, Dallas, Texas.

One Western Electric 23C console, $250.00; two RCA BN2A remote amplifiers, $275.00 each. All in excellent condition. One Ampex 601-2 stereo recorder with input transformers, in new condition, $750.00. P.O. Box 5455, Jacksonville, Fla.

5 kw transmitter, Westinghouse 5HV-1. Now operating on 1460kc. Quick sale price $4500. Call Dick Bott, KDON, Salinas, California.

Two Berlant BRX-1 tape recorders with cases, cost $650 each. Yours $200 each. RCA limiter 86A1, $100. All in service. Air mail KOZE, Lewiston, Idaho.

5 kw transmitter Gates Bc-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK Houston, Texas. Price $6,000. Terms can be arranged. Stanley Ray, 505 Baronne Street, New Orleans, Louisiana.

235 ft. Truscon self-supporting tower; perfect condition. Make offer. W-CAR, Detroit, 500 Temple Avenue, Detroit 1, Michigan. TE 3-8100. Mr. Cook.

General Radio frequency monitor 475-C, Collins limiting amplifier 26W, General Radio deviation monitor 681B. Best offer! Also, 1 kw composite transmitter, formerly licensed, suitable for standby use. Tapak recorder. Harry Bright, WETZ, New Martinsville, West Virginia.

Projector RCA TP-6CC in excellent condition. Has 1800 hours total time. George F. Sprague, Chief Engineer, WLOS-TV, Box 2150, Ashville, N.C.

PT6J Magnecorder tape recorder, 2 portable cases, newly adapted for copy work. Dual track head, 2 speed motor ($3\frac{3}{4}$, $7\frac{1}{2}$, 15 i.p.s.). Excellent condition, $575. Beck, 4131 Coleridge, Houston 5, Texas.

Raytheon RA250 transmitter $750, RCA 76B4 console $350, RCA 86A1 limiting amplifier $125. Bob LaRue, 3817 Centinella Drive, North Highlands, California.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

FM, am, tv transmitters, studio consoles cameras, everythink in broadcast equipment. Urgently want 250w-10kw fm, am, tv, etc. Call Mr. Charol, Technical Systems Corp., 12-01 43rd Ave., Long Island City, N.Y.

WANTED TO BUY

Stations

Wanted, small single market operation. Daytime or fulltime. Southeastern preferred. Box 293P, BROADCASTING.

Three qualified broadcasters seek ownership opportunity. Interested in Penna., Ohio, Indiana, Michigan area. Substantial down payment with terms. No brokers. All replies confidential. Box 321P, BROADCASTING.

We believe Chapman Company can save you time, effort, and money in the sale of your station. A single meeting will outline this for you. Give us a call and "we'll come running." You will be under no obligation. You will then have additional information on which to plan the future. Chapman Company, telephone TR 4-7821, or write, 1182 West Peachtree, Atlanta 9, Georgia.

Local southwest station. Please advise price and terms. All prices held confidential. Cecil White, 3209 Canton Street, Dallas, Texas.

WANTED TO BUY

Equipment

Recent model used, 3 to 10 kw fm transmitter. Must be capable of multiplexing. Box 268P, BROADCASTING.

Wanted, used complete STL microwave link in good working condition. Box 269P, BROADCASTING.

Need one used RCA model BTA-250L transmitter. Guarantee Radio Supply Company, 1314, Iturbide St., Laredo, Texas.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC license in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Forming small record label. Auditioning suitable commercial material, all categories. Tape or disc acceptable. All submissions returned. Integrity our watchword. Box 253P, BROADCASTING.

Trade—Complete library of records. Nearly 20,000—all types, mostly 45's over 6000-78's. . . . Will trade for stock in station, old or new, plus consulting service, at cost . . . or sell outright . . . What's your proposition? Write Box 34, Cincinnati 8, Ohio.

Custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Top Washington news stories covered $3/phone call collect. Special assignments invited. Call LI 4-0450 any hour or write, wire Sam Smith, 125 Fifth St., N.E., Washington, D.C.

RADIO

Help Wanted—Announcers

dj with a pj voice

Fast-paced, top-revenue radio station wants a new voice that'll wow and win the weaker sex from teens to queens. If you've got it, plus the looks to match, you're in. Send resume, tape, photos, references and salary requirements. Hurry! Box 317P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

HAWAII CALLS

Top flight disc jockey. Must know tight operation. Also need sharpest trained Program Director. Rush air-check, resume, photo and references. Top station, wonderful living. Address replies to: Program Director, Post Office Box 5428, Honolulu, Hawaii.

Sales

CCA EXPANDING SALES EXECUTIVES NEEDED

In our policy of providing more, better and closer superivsion and service to our clients, we are always looking for more sales executives.

30-45 years old, good appearance, car, willing to relocate and travel five days a week. "Stand Up Type" salesman, personable, forceful, experienced.

This is $15-20,000, first year—draw plus commission and incentive bonus.

Complete resume: current income, pics and section of the country in which you are interested—first letter. No "floaters" or "crew deal operators" considered.

Openings with headquarters in Boston, Philadelphia, Pittsburgh, Birmingham, Louisville, Little Rock, Omaha, Denver and Los Angeles areas will be filled in October and November. Preference given broadcasters from general area.

BOYD W. LAWLOR
GENERAL SALES MANAGER
COMMUNITY CLUB SERVICES, INC.
20 East 46 Street
New York 17, N.Y.

Production—Programming, Others

***5 Production Air Men* Needed Immediately**

New Rocky Mountain chain, modern fast pace format. A world of opportunity for aggressive, hard working stable individuals. Good pay and fringe benefits. All new equipment and beautiful studio installations for working conditions. Outstanding promotional budget station in each market. Need individuals who are men and will adhere to definite modern system of radio. Wire or call collect George Norman, Crestwood 7-3905, Salt Lake City, Utah, or mail resume immediately to 2141 Lincoln Lane, Salt Lake City, Utah.

Help Wanted—(Cont'd)

Management

OPPORTUNITY
Top notch commercial manager for Toledo, Ohio.
Daytime, 1kw 730kc. Tele: 39934
Contact: Howard R. Ward
Bowling Green, Ohio

RADIO

Situations Wanted—Announcers

Newscaster—Announcer

Currently at one of world's top prestige radio-TV operations wants to locate permanently in a major market where pleasant family life is possible. Thoroughly professional news and on-camera ability for a station where quality counts. Not a DJ. Personal interview.

Box 310P, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

PROGRAM DIRECTOR NEEDED
by WFMY-TV
Greensboro, No. Car.

If you are experienced as a program director or operations manager . . .

If you have administrative ability and can supervise a big department . . .

If you know programming at the local level . . .

If you know film purchasing . . .

If you are truly creative . . .

If you have sound, mature Judgment . . .

We have an excellent opportunity for you . . .

We have one of the top markets in the southeast . . .

We have a 10-year-old CBS station with fine equipment in new million dollar plant . . .

We have a competent staff . . .

We have good salary for this market . . .

What are your requirements?

Our program director of nine years is going into fulltime church work. Would like to replace him by October 15.

If *you* think you are the man of ability and character we want, write Gaines Kelley, General Manager, WFMY-TV, with complete information on your background and experience. Send photo.

If *we* think you are that man, we will arrange personal interview.

All applications confidential.

Help Wanted—(Cont'd)

Production—Programming, Others

WANTED
CRACK NEWSMAN

Top-flight reporter, writer, on-air personality to join quality TV news staff. Send kine, other evidence, or bring lively body to Bruce Palmer, News Director, KWTV, Oklahoma City.

FOR SALE

Equipment

BACKGROUND MUSIC RECEIVERS FOR SALE

Used . . . FM main channel, crystal controlled, 20 KC Muting (can be easily changed). Tuners or receivers with 6V6 audio, all in operating condition. Complete with 13 tubes less crystal. Bids will be accepted in lots of 50 or more. Highest bid over $25.00 per receiver takes. All packing and shipping charges to be paid by buyer.

Box 290P, BROADCASTING.

WANTED TO BUY

Stations

Qualified General Manager, heavy TV sales experience, has up to $25,000.00 to invest in Texas Gulf Coast, Colorado or New Mexico radio station. Further substantial investment could follow. Family man, interested only in rewards hard work will produce. Highest references as to ability, integrity, financial responsibility.

Box 303P, BROADCASTING

Want Radio Station Doing in excess of $180,000.00.

Write: **President**
Radio Investment Corporation
6301 West 44th Avenue
Denver 12, Colo. HA 2-2954

MISCELLANEOUS

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

Miscellaneous

LOVELY DOGWOOD TREES:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 3 to 4 feet; 25 for $20.00; 100 for $65.00, 200 for $110.00.

ORNAMENTAL EVERGREENS:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00, 100 for $65.00, 200 for $110.00. Limited Offer. So **RUSH** your order **TODAY**. Will make shipment when same is wanted.

W. R. McGuire
Milligan College, Tenn.

Choose a Career in RADIO-TV

Train to be an announcer, writer, producer, program director, control board operator. Graduates in demand for interesting positions. Free placement service. New terms start Jan., June, Oct. Also intensive short courses, private lessons. 25th yr. Write!

NATIONAL ACADEMY OF BROADCASTING
Alice B. Keith, President
3338 16th St., N.W., Washington 10, D. C.

PERSONNEL SERVICE

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Disk Jockeys
- News Directors
- Engineers
- Copywriters
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

STATIONS — FOR SALE

500 WATT DAYTIMER

in a top market with wonderful potential. $150,000 including acreage in real estate. Transmitter remoted.

Box 124P, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

LOS ANGELES AREA

FM station, all new equipment. $75,000. Excellent terms to good operators.

Box 258P, BROADCASTING.

East Coast power station, $700,000. Terms. West Coast fulltime regional $1,000,000 29% down. Liberal terms. To buy or sell, Contact PATT McDONALD, P.O. BOX 9266, AUSTIN, TEXAS. GL. 3-8080.

1000 watt daytimer in a fast growing Pacific Northwest town of 5000. Always operated in the black with six employees. Would be tops as man and wife combination. $20,000 will handle.

Box 300P, BROADCASTING

CALIFORNIA FM STATION

Excellent class B channel in metropolitan city. Now on the air with 15 kw ERP. 3kw G-E transmitter. SCA granted for multiplex. $27,500 on terms. Contact:

Jack Matranga
3715 College Ave.
Sacramento, California

Fla.	Single	500w	$50M	Terms
N.Y.	Single	1kw-D	90M	Cash
S.C.	Single	1kw-D	48M	Terms
Fla.	Small	5kw-D	115M	Terms
Wash.	Small	1kw-D	95M	Terms
Pa.	Second	1kw-D	100M	Terms
N.C.	Second	250w	78M	Terms
Cal.	Second	500w	175M	Terms
Tenn.	Medium	250w-F	85M	Terms
La.	Medium	1kw-F	158M	Terms
Ky.	Medium	1kw-F	175M	Terms
Mich.	Medium	1kw-F	250M	Terms
Miss.	Metro	1kw-D	98M	Terms
N.E.	Monop.	250w	135M	Terms
Rocky	Metro	10kw	235M	Terms
Fla.	Large	250w-D	250M	Terms
S.E.	Major	5kw-D	225M	Terms
S.W.	Small	AM-TV	275M	Terms
S.E.	Small	VHF-TV	450M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from Page 88

acquisition of negative control by each **Crawford Godfrey** and **Alvin Childs** through sale of stock by **John J. Buckley.**

WLBI Denham Springs, La.—Granted license for am station and specify main studio location and remote control point.

WJOI Florence, Ala. — Granted license covering change in ant.-trans. and studio locations and ground system.

WHLI Hempstead, N.Y. — Granted license covering increase in power of auxiliary trans.

WBBW Youngstown, Ohio — Granted license covering installation new trans.

KLIF Dallas, Tex.—Granted license covering installation of present licensed nighttime main trans. for use as auxiliary trans. during daytime operation, non-DA.

WHMS Charleston, W.Va. — Granted license covering installation of auxiliary trans.; remote control permitted.

KYOK Houston, Tex. — Granted license covering installation new trans.

WIBG-FM Philadelphia, Pa.—Granted license covering change in ant.-trans. location, installation new ant.-trans., change studio location and ant. height.

KHBR Hillsboro, Tex. — Granted license covering change in ant.-trans. and studio location; installation new trans., and changes in ground system; remote control permitted.

KIBE Palo Alto, Calif.—Granted license covering change in ant.-trans. location and ant. changes; remote control permitted.

WSTR-FM Sturgis, Mich. — Granted license covering increase in ERP to 1 kw, change ant. height to 190 ft., and installation new trans.

WBBW Youngstown, Ohio — Granted license to use old main trans. as auxiliary trans.

WICO Salisbury, Md. — Granted license covering increase in power.

WLAT Conway, S.C. — Granted license covering increase in power and installation new trans.

WTRB Ripley, Tenn. — Granted license covering increase in power and installation new trans.

WFOM Marietta, Ga. — Granted license covering installation new main trans.

WKTV (TV) Utica, N.Y.—Granted cp to change ERP to vis. 26.3 kw, DA, aur. 13.5 kw, DA, and make changes in other equipment; ant. 1,380 ft.

WICE Providence, R.I.—Granted mod. of cp to make changes in DA system, relocate center tower of array).

WSEB Sebring, Fla.—Granted mod. of cp to change ant.-trans. location.

WICA-FM Ashtabula, Ohio—Granted mod. of cp to change ant. location; increase ERP to 135 kw; remote control permitted.

WFLI Lookout Mountain, Tenn.—Granted mod. of cp to change type daytime main trans., type nighttime main trans. to 1 kw composite and use 1 kw composite as auxiliary trans. during daytime hours; condition.

WHRW Bowling Green, Ohio — Granted mod. of cp to change trans. location, studio location, and make changes in ant. (decrease height) and ground system; conditions.

WOTT Watertown, N.Y.—Remote control permitted.

KINY Juneau, Alaska — Remote control permitted.

Following stations were granted extension of completion date as shown: WPNC Plymouth, N.C. to Aug. 31; WRNY Rome, N.Y. to Aug. 31, and WIUS (FM) Charlotte Amalie, St. Thomas, V.I. to Jan. 2, 1960.

Actions of August 11

***WABE (FM) Atlanta, Ga.**—Granted license covering decrease in ant. height to 320 ft.; change trans.-studio location, and make changes in ant. system.

WBKV-FM West Bend, Wis.—Granted license covering changes in trans. equipment and change ERP to 18 kw.

KAYS-TV Hays, Kan. — Granted cp to change ERP to vis. 112 kw, aur. 60.3 kw; make minor change in trans. location, no change in description (change in coordinates only), changes in ant. system and other equipment; ant. 710 ft.

WPLM Plymouth, Mass.—Granted mod. of cp to make changes in ant. (increase height) and ground system; conditions.

WAFM (FM) Miami, Fla.—Granted mod. of cp to make changes in ant. system; ant. 265 ft.

Following stations were granted extension of completion date as shown: KXII (TV) Ardmore, Okla. to Feb. 10, 1960, and KEYC-TV Mankato, Minn. to Feb. 11, 1960.

Actions of August 10

***WVHC (FM) Hempstead, N.Y.**—Granted license for noncommercial educational fm station.

KUDU Ventura-Oxnard, Calif.—Granted license covering installation new trans.

***KXLU (FM) Los Angeles, Calif.**—Granted license covering change in frequency, increase in ERP, change type trans. and ant.-trans. location; ant. minus 5 ft.

KSJO-FM San Jose, Calif.—Granted license covering installation new trans.

Granted licenses for following fm stations: WRVB-FM Madison, Wis., and WJOF Athens, Ala.

***WHHI (FM) Highland, Wis.**—Granted license covering change in ERP and ant. height and installation new ant.

KIEM Eureka, Calif. — Granted license covering change from DA-1 to DA-N; remote control permitted.

WQMN Superior, Wis. — Granted license for am station; remote control permitted.

KMMT (TV) Austin, Minn.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw; change in trans.; type ant.; make changes in ant. structure; ant. 350 ft.

KOLO-TV Reno, Nev.—Granted cp to change ERP to vis. 77 kw, aur. 39 kw; type trans.; type ant.; and changes in ant. structure; ant. 2929 ft. (main trans. & ant.).

KICU (TV) Bakersfield, Calif.—Granted mod. of cp to change ERP to vis. 240 kw, aur. 129 kw; change trans. location; install new vis. trans., new ant. system; and make changes in equipment; ant. 650 ft.

Action of August 7

WPRE Prairie du Chien, Wis.—Granted authority to sign-off at 6:15 CST, except for special events when station may operate up to licensed sign-off time for period ending Aug. 31.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Granted petition by David M. Segal, Boulder, Colo. for further extension of time to Sept. 11 to file opposition to petition for revision and enlargement of issues by Satellite Center Radio Co. in proceeding on applications for new am stations. Action Aug. 14.

Granted petition by Broadcast Bureau for extension of time to Sept. 11 to file response to petition for reconsideration by WPGC Inc. (WPGC), Morningside, Md., for modification of license. Action Aug. 14.

Granted petition by Broadcast Bureau for extension of time to Sept. 15 to file responses to appeal from examiner's ruling by KTAG Assoc. (KTAG-TV), in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Aug. 14.

Granted petition by Broadcast Bureau for extension of time to Sept. 9 to file replies to petition for waiver of Sec. 3.37 by James E. Walley, Oroville, Calif., in proceeding on applications for am stations. Action Aug. 14.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearings in following proceedings on dates shown: Oct. 8: On applications of Jefferson Standard Bcstg. Co., Tri-Cities Bcstg. Co., Greensboro, and High Point Tv Co. and Southern Bcstrs. Inc., High Point, N.C., for new tv stations to operate on ch. 8. Oct. 9: Am application of Suburban Bcstg. Inc. (WVIP), Mount Kisco, N.Y.; Oct. 13: Am applications of CHE Bcstg. Co., and B & M Bcstrs. Inc. (KLOS), Albuquerque, N.M.; Oct. 19: Am application of Charlotte Radio & Tv Corp. (WGIV), Charlotte, N.C.; Oct. 21: Supreme Bcstg. Inc., of Puerto Rico, and Radio American West Indies Inc., for new tv stations to operate on ch. 8 in Christiansted, St. Croix, V.I.; Oct. 22: Am applications of S & W Enterprises Inc. Woodbridge, Va., et al.; Oct. 28: Am applications of County Bcstg. Corp., Gloucester, Mass., et al.; Oct. 30: Am application of NBC (WRCA), New York, N.Y. Action Aug. 10.

Scheduled hearing in proceeding on following am applications on dates shown: Oct. 15—Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., et al.; Nov. 23—Tiffin Bcstg. Co., Tiffin, Ohio, et al. (59 applications); Mid-America Bcstg. System Inc., Highland Park, Ill., et al. (44 applications). Action Aug. 10.

By Acting Chief Hearing Examiner Jay A. Kyle

Granted motion by Jose R. Madrazo, to file with his petition for review and as appendix thereto his opposition to petition for leave to amend in proceeding on Madrazo's application for new am station in Guaynabo, P.R. et al. Action Aug. 14.

Granted verbal request of May Bcstg. Co., (KMA), Shenandoah, Iowa, for extension of time to Aug. 24 to file reply findings in proceeding on application for mod. of license. Action Aug. 14.

By Hearing Examiner Thomas H. Donahue

Granted July 8 petition by KEED Inc., Eugene, Ore., for leave to amend application for new tv station to operate on ch. 9, to change proposed studio location; application in consolidated hearing with Liberty Tv Inc., for ch. 9 in Eugene. Action Aug. 11.

By Hearing Examiner Charles J. Frederick

Granted petition by WHAS Inc., Louisville, Ky. for extension of time from Sept. 15 to Nov. 1 for filing proposed findings of fact and conclusions of law, and from Oct. 15 to Dec. 1 for filing replies in proceeding on application for cp to change trans. and ant. location. Action Aug. 13.

By Hearing Examiner Millard F. French

Granted petition by Broadcast Bureau for extension of time from Aug. 10 to Aug. 14 to file responsive pleadings to petition by Camellia Bcstg. Co. Inc. (KLFY-TV), Lafayette, La., for leave to amend, in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Aug. 10.

By Hearing Examiner Annie Neal Huntting

Granted oral request of Miners Bcstrg. Service Inc. for extension of time from Aug. 17 to Aug. 19 to file replies to proposed findings of fact and conclusions of law in proceeding on its application for new am station in Kingston, Pa., et al. Action Aug. 17.

Granted petition by Mon-Yough Bcstg. Co. (WMCK), McKeesport, Pa., for extension of time to Sept. 18 to file replies to proposed findings of fact and conclusions of law in proceeding on its am application. Action Aug. 14.

By Hearing Examiner Jay A. Kyle

Granted petition by Broadcast Bureau for extension of time to Sept. 11 to file response to petition for reconsideration by WPGC Inc., Morningside, Md., for mod. of license. Action Aug. 14.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for Sept. 25 in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Aug. 14.

Prehearing conference scheduled for 10 a.m., Sept. 9, rescheduled for 2 p.m. same date in proceeding on application of Video Independent Theatres Inc. (KVIT) Santa Fe, N.M. for mod. of cp. Action Aug. 17.

On oral request of applicant and without objection by other parties, extended from Aug. 17 to Aug. 24 time for furnishing written case to other parties and hearing examiner, and from Aug. 31 to Sept. 8 time for informing counsel for applicant of persons other parties desire to cross-examine in proceeding on applications of KSOO TV Inc. (KSOO-TV), Sioux Falls, S.D. for mod. of cp and extension of cp. Action Aug. 17.

Scheduled prehearing conference for Sept. 8 on am applications of CHE Bcstg. Co. and B & M Bcstrs. Inc. (KLOS), Albuquerque, N.M. Action Aug. 12.

Scheduled prehearing conference for Sept. 16 in proceeding on am applications of Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., et al. Action Aug. 8.

By Hearing Examiner Elizabeth C. Smith

Scheduled prehearing conference for Sept. 15 in proceeding on applications of Jefferson Standard Bcstg. Co., Tricities Bcstg. Co., Greensboro, High Point Tv Co., and Southern Bcstrs. Inc., High Point, all N.C. for new tv stations to operate on ch. 8. Action Aug. 14.

PETITIONS FOR RULEMAKING FILED

WSEE-TV Erie, Pa. (7-30-59)—Requests amendment of Rules by approval of any one of following allocation plans, which would provide Erie, Pa. with second vhf station: (1) assign 6 instead of 35 at Erie at low spacing; (2a) assign 9 instead of 35 at Erie at low spacing; (2b) Same as (a) except also switch 7 and 9 between Wheeling and Steubenville; (3) assign 5 to Erie at low spacing by making number of other changes as follows: Cleveland, Ohio—change ch. 5 to 6; Columbus, Ohio—change ch. 6 to 2; Dayton, Ohio—change ch. 2 to 6; Indianapolis, Ind.—change ch. 6 to 2; Toledo, Ohio—add ch. 5; Dayton, Ohio—add ch. 3; Wheeling, W. Va.—add ch. 5; Louisville, Ky.—add ch. 6; Erie, Pa.—add ch. 5. Ann. Aug. 14.

KTWO-TV Casper, Wyo. (8-13-59)—Requests allocation of ch. 6 to Lander, Wyo. by making following proposed changes: Lander, Wyo. delete 17(−), add 6(+); Casper, Wyo. delete 6(+). Ann. Aug. 14.

Can you afford a wage increase in Steel?

This is a question of vital concern to 177,000,000 Americans

An inflationary wage increase in steel today would mean higher living costs for everyone.

This would happen even if there were no increases in steel prices.

You may wonder how this could be true. Here are the reasons why:

1. The giant Steel Union has 500,000 members in the basic steel industry and another 500,000 members in over 1,800 companies, other than steel, with which it has wage agreements.

   These companies make many articles in every day use—tin cans, aluminum, pork and beans, cement, paper containers, radiators, building materials, machinery, bicycles, and hundreds of others.

   The Union keys wage increases in these companies to the wage increases in steel. As their employment costs mount, most of these companies are forced to increase their prices. This is the first blow to your family budget.

2. The next blow comes in any industrial community where these companies are dominant in the economy. Gas stations, garages, retail stores, barber shops, factories of every description soon feel the pressure for higher wages all along the line. Their prices inevitably must be raised to cover higher employment costs.

3. The third blow to your pocketbook is due to the fact that wage agreements in steel, or in any other major industry, set the wage target for industries throughout the country—industries in hundreds of lines and hundreds of localities.

   Right now, the average earnings of steel workers are $7 a day higher than the average for all manufacturing industries. So other unions scramble to close that gap—to "catch up" with steel. And the inflationary spiral continues.

These are the reasons why higher steel wages now would cause your cost of living to go up and up, even without any increase in steel prices.

Does the steel companies' stand for non-inflationary wage agreements mean an end to advancement for steelworkers?

Certainly not.

The steel companies want their employees to improve their living standards. And this goal for employees can be reached in many ways—through incentive payments, through savings from elimination of waste, and through better and better production methods.

But living standards cannot be improved through more inflation.

The steel companies are seeking the co-operation of the Union in settling the strike on terms which will avoid touching off a new spiral of inflation.

THE STEEL COMPANIES COORDINATING COMMITTEE

375 Lexington Avenue, New York 17, New York

This advertisement sponsored by **REPUBLIC STEEL** *a member of the committee*

Republic Steel is the world's largest manufacturer of stainless and alloy steels. Stainless is one of the most versatile of all materials because it is wanted for its beauty, its resistance to corrosion and heat, its easy cleaning quality. Republic ENDURO® Stainless Steel is used for kitchen sinks and other home appliances; for miles of piping in dairies; for counters, kettles, and other equipment in food processing plants; for atomic energy installations; for aircraft and missiles. Some magnificent grilles and sculpturing for museums and cathedrals are made from ENDURO. Tank trucks are lined with ENDURO. It was dubbed the Wonder Metal when introduced because it promised so many applications. The full extent of its versatility is still unexplored.

OUR RESPECTS TO . . .

John Clark Pomeroy

"Speak softly and carry a big idea" might be called the unwritten code of John C. Pomeroy. As president and general manager of WILX-TV Lansing-Jackson-Battle Creek, president of WILS Lansing and vice president of WPON Pontiac, all Michigan, he can support his formula for success by the yardsticks of audience acceptance, ratings and billings. And, one could add, friendships.

Starting in 1947 with limited capital, a used 500-watt transmitter and some "big ideas," John Pomeroy has parlayed them into a triple lineup for which these claims are made:

"WILS, 5000 lively watts, almost a community institution in the nation's 72nd market. Boasts 150% more audience than its leading competitor.

"WPON, acquired in 1958 and now a heavy favorite in Oakland county amid tough Detroit competition. Top ratings. Billings up 300%. A strong community voice.

"WILX-TV, air debut in March 1959 as Michigan's first genuine area station, serving 50% of the state's population outside of Detroit. Fast overtaking established competition in programming, audience and community acceptance."

The Pomeroy Method • Mr. Pomeroy approaches broadcasting with a mild manner and a shirtsleeve casualness that doesn't hint at the know-how and leadership drive underneath. No private secretary, no plush office, no executive memos, no rounds of conferences, no nonsense. Mr. Pomeroy chooses staffers who can work "with" rather than "for" him. "Treat the staff, advertisers and the audience right and you're 90% on the road to success," he says.

John Pomeroy has found that road a relatively short one.

Born March 25, 1923, at Sterling, Mich., John Clark Pomeroy's interest in broadcasting first was kindled by his brother's crystal set. In his high school days, he obtained a license for an amateur radio station now operated as W8TUO. While working as a guide and horse-drawn surrey driver at a Mackinac Island resort, he took his station along to keep in touch with the family at home.

He attended the engineering school at Michigan State U. until World War II. While awaiting his call to service he took an interim job as transmitter engineer at WJAX Jacksonville, Fla., his first introduction to broadcasting.

From 1942 to 1946 he was a radio officer in the U.S. Merchant Marine, serving mostly in the North Atlantic, but covering such ports as Murmansk, Buenos Aires, Trieste and Casablanca.

Shoestring Venture • In 1947 John and his brother Bill applied for WILS. They wired up their used equipment, hired an announcer and started selling time. Lansing area merchants took quickly to the blond-haired young man.

"Those were the days," recalls John, "when we'd sign up an account, run back to the station and make up an invoice, then dash back to get the check so we could pay our bills."

Two years later WILS was a full-time 1 kw and in 1951 went to 5 kw daytime and 1 kw night. Against stiff competition, WILS was one of the first stations to adopt the independent news-music-community interest format. Introduced to the mid-Michigan area were mobile news cruisers, mobile studio, "beeper-phone" reports, musical station breaks, deejay record hops, production-minded commercials and later, 24-hour service.

A recently compiled 13-year profile of ratings shows WILS with 150% audience lead over the opposition and an upward curve all the way, Mr. Pomeroy says. He attributes this largely to what he calls "alert community service." At any important Lansing area event will be found a station representative or the WILS mobile studio. All staff members are required to join civic and social organizations and participate actively in community affairs.

MICHIGAN'S JOHN POMEROY
His trump: community service

Getting in the Swim • If a station has community and area acceptance, it's bound to be successful financially, he believes. He's on the board of the Greater Lansing Chamber of Commerce, is on the East Lansing Planning Commission, on the board of Michigan Assn. of Broadcasters, is past master of East Lansing Masonic Lodge and was 1957 campaign director for the March of Dimes.

When his Chief Pontiac Broadcasting Co. acquired WPON in March 1958, Mr. Pomeroy immediately revamped it, and in a few months WPON laid claim to being the top-rated station in the rich and heavily-populated Oakland county suburbia and reported tripled billings.

Besides emphasis on community service and such projects as scholarship awards, safety campaigns and Christmas parties for orphans, WPON struck a rich payoff in comprehensive news coverage. In one big local story, a fight to oust the police chief, WPON ran 60 hours of hearings. WPON won the 1958 AP news award for the best balanced news in outstate Michigan.

Without breaking stride, Mr. Pomeroy launched WILX-TV in March 1959, after 5 years of legal hassles before the FCC on the channel award. Allocated as a "drop-in" in a farming hamlet of 400 people, Ch. 10 is now promoted as "Big Ten" in the three major areas of Lansing-Jackson-Battle Creek. After six months on the air WILX-TV has made its mark against established competition.

Hometown Station • Studios were opened in each of the three cities. There are nightly newscasts from each, local interviews, remotes and special programs. Station IDs are rotated to feature each city. Community events and fund drives are heavily plugged. Station personalities make numerous personal appearances in each city. "When the local papers in each city list us as the hometown station," John says, "we know we're on the right track."

To further build the station image, WILX-TV has introduced musical and animated station IDs, comprehensive facsimile and local film news coverage, and personalized announcing.

"In a quiet sort of a way," Mr. Pomeroy says, "WILX-TV is becoming Michigan's first and only area station."

To relax, he enjoys amateur radio and Canadian fishing. He married the former Mary French in 1945, and they have three daughters and a son.

John Pomeroy isn't ready to rest on his oars. Pointing to the big strides made in broadcasting in the last five years, he says, "When you look ahead —well, that's just the beginning."

EDITORIALS

In appreciation

EVERY so often in this tough, workaday world there come sunshine and compassion. Broadcasters, who are always doing things for others, now find themselves the beneficiaries of a magnanimous and heart-warming favor from their colleagues in the entertainment field.

The Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N.Y., announces that its facilities are made available, at no cost, to all personnel in radio and tv (all who work at stations) and to those who cover these media for newspapers and magazines, and to their immediate families. This hospital, operated by the Will Rogers Memorial Fund, treats 15 diseases of the chest, including lung cancer and heart disease.

We know we speak for all in broadcasting, and their families, in expressing grateful appreciation for this astonishing demonstration of friendship and goodwill.

Fight has just begun

NOW that the House has performed (sic), Congress can be expected to amend the political broadcasting law so that the 1960 campaigns for every office from president to township alderman can be covered intelligently by radio and television. There will be a conference between House and Senate to reconcile differences and the immediate crisis presumably will be over.

But it will take years for broadcasters to overcome the ill effects of the debate on the House floor last Tuesday. The attempt to write a "legislative history" to document Congressional intent was twisted into an indictment of broadcasting. No fewer than 37 Congressmen participated in an exchange that consumed 22 pages in the *Congressional Record*.

With few exceptions, the intent was clearly to make broadcasters understand they are subservient to Congress. These legislators in one breath espouse freedom and in the next want radio and television servile.

The initial debate was well organized—all designed to put broadcasters in their place. The occasion was used as a sounding board—again through obviously contrived and organized presentations—for such unrelated issues as giving the daytimers more time, newspaper ownership and partisan (anti-Democratic) press, network competition, failure of the FCC to drop in tv stations in underserved markets, editorializing in support of particular political candidates, mediocrity of programming, states' rights, and personal grievances against this station or that. It was a nightmare, with censorship rather than freedom the main thrust.

We said there were a few exceptions. Rep. Clarence Brown (R-Ohio), himself a newspaper publisher, while supporting the legislation, felt it didn't go far enough. Under the Constitution and the Bill of Rights, he said, there is nothing to prevent a newspaper from saying anything it may please about a candidate so long as it does not violate the laws as to obscenity, slander and libel. It can interview any candidate for public office or any public official "because the Constitution guarantees freedom of news and freedom of the press." He said he believed it was just as important that "we have freedom of news and freedom of the press . . . on our radio and television stations."

Rep. Cunningham (R-Neb.) predicted the day when Sec. 315 will be repealed. Rep. Gross (R-Iowa), a former commentator, said Congress could legislate "from now until kingdom come and you will not solve this problem . . ." Rep. Catherine May (R-Wash.) who grew up with radio and tv news, said the courts have held that freedom of the press is not limited to newspapers and that radio and tv are included.

But the balance of the comments were all weighted the other way. Great stress was placed upon the FCC's responsibilities in interpreting the congressional intent and the differences between news and editorial comment. The FCC presumably would be not only the arbiter but the censor—after the fact. Only in wartime has there been official censorship—and that to protect the national security.

After the House performance last week, there can't be any doubt about where broadcasters stand. The only answer lies in full and absolute repeal of Sec. 315. There is no middle ground. That fight has only just begun.

Asking for it

HOW conclusive must the evidence be to get Senators to make up their minds? Despite overwhelming testimony in favor of action, a special Senate Foreign Relations Subcommittee once again has postponed action on ratification of the decade-old NARBA treaty along with 1956 Mexican agreement on am broadcast allocations.

This time the committee postponed action until the next session—in January, 1960—when further hearings are planned. This has been going on since 1950.

For the past two years the Daytime Broadcasters Assn., representing about 150 of the some 1,300 daytimers, has thrown the blocks. Before the Mexican agreement the clear channel group wasn't happy.

The daytimers want to operate from 6 a.m. to 6 p.m., instead of sunrise to sunset. Ostensibly, they want these hours on Mexican clears and our clears. But the legislation they support as the price for ratification would allow *carte blanche* on domestic regional channels as well without protecting those stations. Most witnesses last month before the subcommittee predicted chaos on the broadcast band if the treaties are not ratified.

The regionals, who would take a licking if the daytimers' hours are increased without directional antenna protection, have done little to help themselves. It's time they organized, if they have any regard for the maintenance of their present coverage.

The daytimers have demonstrated what organized resistance can do. If the Senate fails to ratify the treaty at the next session, other NARBA nations which have observed its terms on a gentleman's agreement basis, along with Mexico, may well conclude there is no further reason to hold back. There would be no legal reason why they should not jump any or all of our channels. The effect would be appalling.

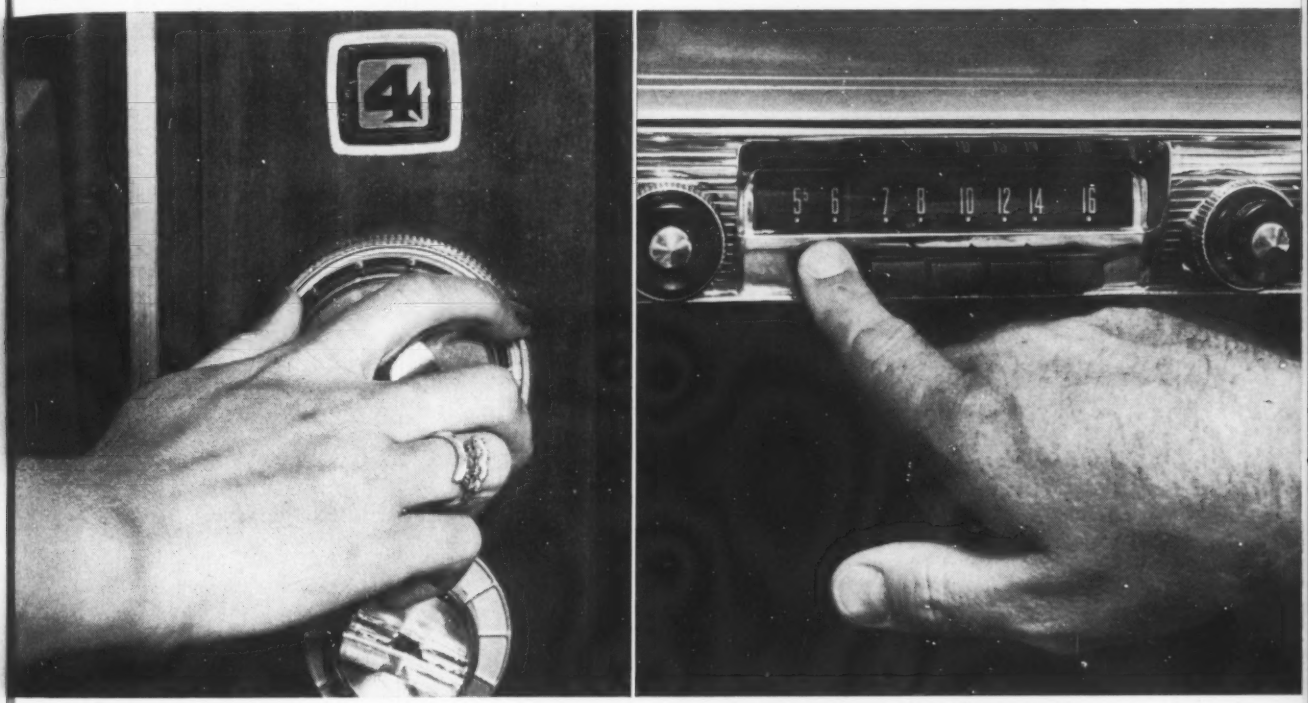
Drawn for BROADCASTING by Sid Hix

"Gentlemen, our newest tv dinner: warm-up leftovers to serve while watching re-runs."

QUESTION:

To What Station Did You Tune Most Frequently for News Coverage?

(Please Check Two – One Television, One Radio)



ANSWER:

Channel 4, WDAF-TV *and* 610, WDAF RADIO

Total cards returned with one local TV channel checked = 723

WDAF-TV	**362**
Channel B	231
Channel C	130
	723

Total cards returned with one AM Radio Station checked = 709

WDAF	**335**
Station B	133
Station C	112
Station D	88
Station E	25
Station F	9
Station G	3
Station H	2
Station I	2
	709

This mail questionnaire went to 4,893 Kansas City homes just after the recent local newspaper strike ended. The results were decisive. In TV, Channel 4 received 50% of the vote against 2 other channels. In Radio, WDAF received 47% of the vote, with the remaining 53% divided between eight AM stations! ■ There's quite a bit more to the story – and **all** of it points to an overwhelming preference for Signal Hill stations. ■ The full survey is now available on request. If you buy time to get **results,** please get a copy from our good reps before you commit yourself in Kansas City.

WDAF-TV KANSAS CITY, MO. CHANNEL 4 SIGNAL HILL NBC

Represented by Harrington, Righter & Parsons, Inc.

WDAF KANSAS CITY, MO. 610 on the dial SIGNAL HILL NBC

Represented by Henry I. Christal Co., Inc.

A NATIONAL THEATRES STATION